DOCUMENT RESUME

ED 289 764 SO 018 357

AUTHOR	Robinson, John P.; And Others
TITLE	Survey of Public Participation in the Arts: Volume II. Changes in American's Participation, 1982-1985. Final Report.
INSTITUTION	Maryland Univ., College Park.
SPONS AGENCY	National Endowment for the Arts, Washington, DC. Research Div.
PUB DATE	Mar 87
CONTRACT	NEA-DCA-85-24
NOTE	95p.; Appendix A tables contain small/marginally legible print. For a related document, see SO 018 352.
PUB TYPE	Reports - Research/Technical (143)
EDRS PRICE	MF01/PC04 Plus Postage.
DESCRIPTORS	*Art Activities; Attendance; *Attitude Change; *Behavior Change; Change; Data Analysis; Data Interpretation; National Surveys; Participant Characteristics; *Participation; Research Projects; Research Reports; *Theater Arts
IDENTIFIERS	Survey of Public Participation in the Arts

ABSTRACT

The primary purpose of this report was to compare data obtained from the 1982 and 1985 "Survey of Public Participation in the Arts." Comparisons of core questions and responses indicate that: (1) 1985 results are very close to those obtained in 1982; (2) there was a statistically significant decline in musical theater performance attendance; and (3) the only performing arts attendance group to increase was ballet attendees. Recreational activity participation increased in exercise related activities and declined in movie attendance, amusement park activities, gardening, and sewing crafts. Declines were also found in participation through watching plays and musical theater on television, and increases were noted for participation in arts related craft classes. An increased number of U.S. adults indicated that they liked jazz, soul/blues, rock, mood/easy listening, and hymns/gospel music, while preferences for country/western music declined. Tables are included, and appendices report: (1) the demographic predictors of participation; (2) demographic comparisons of 1982 and 1985 samples; and (3) differences by 3-year age cohort categories. (JHP)

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ED289764

March 1987

SURVEY OF PUBLIC PARTICIPATION IN THE ARTS:

VOLUME II, CHANGES IN AMERICANS' PARTICIPATION, 1982-1985

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Prepared as the Final Report Under
Cooperative Agreement NEA DCA 85-24
Between the University of Maryland and
The National Endowment for the Arts

SO 018357

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INTRODUCTION

INTRODUCTION

The purpose of this report is to compare estimates from 1982 and 1985 surveys on the extent of American participation in the arts. The 1985 estimates come from the second and most recent Survey of Public Participation in the Arts (SPPA'85). These SPPA data from the first six months of 1985 are compared with data collected in the 1982 SPPA data set. Such comparisons can be seen both as a technical check on the reliability of the 1985 results and as an analysis of trends in arts participation between 1982 and 1985.

The January through June 1985 data contained in this report differ from the 1982 study in that only six months, not twelve months, of data were collected. However, the sample size per month was larger for this 1985 survey and thus the total sample size of 13,675 is almost as large as the SPPA'82 sample size of 17,254. The U.S. adult population was estimated to have grown during this period from 164 million to 171 million potential arts participants over age 18.

As in the 1982 survey (SPPA'82), data for these first six months of 1985 contain both "core" and rotating items. The core items refer to a series of nine questions dealing both with attendance at, and personal performance in, seven types of live public arts events; a tenth core item asks about the reading of various forms of literature. The core items were asked of all respondents in all six months of the survey and they are tallied in this report for all 13,675 respondents interviewed in the first half of 1985.

The rotating items analyzed in this report consist of the arts socialization questions asked only in January (n=2357), the "arts barrier" questions asked only in February (n=2374), the general recreational (or

life-style) questions asked only in March (n=2294), the arts facilities and music preference questions (n=2151) asked only in April, the arts-related life-style questions asked only in May (n=2374), and the mass media questions asked only in June (n=2125). Thus the 1982-1985 differences for these rotated questions are based on smaller samples than are the core question differences, and they require larger percentage differences to be statistically significant.

Comparisons are also made between the 1985 six-month data and the parallel first six months' data (n=9263) obtained in the SPPA'82 study. It will be seen that the six-month (January through June) responses in the 1982 survey do differ somewhat from the January through June data of 1985. With such analyses it is possible to gauge whether there has been a statistically significant increase or decrease in arts activity, or whether people's reported behavior in 1985 is essentially unchanged from what it was in 1982.

For readers unfamiliar with statistical testing procedures, some explanation is needed on how to interpret the figures on statistical significance of 1982 vs. 1985 differences treated in this report. Such figures are based on a mathematical formula that essentially takes two factors into account: the size of the sample and the estimated percent of the population who engage in the activity (or have some other sample characteristic).

Thus, taking sample size into consideration, the reader will find that a shift of six percentage points for a population characteristic estimated at 50% will be significant for one group (say men) when the sample size is more than 1000 respondents; but it would not be significant for another group (say blacks) when the sample size is less than 500 respondents. Similarly, a six point difference for a population characteristic estimated to be at 50% may not be significant (for a given sample size, say 500), while it would be

significant if the population estimate were 10%.

The following table gives some idea of the gradations involved. It shows the percentage differences that would be statistically significant at the 95% confidence level (the norm in statistical testing) when comparing two groups for four selected sample sizes and three population estimates:

	Population Estimate		
Sample size	50%	25%	10%
n = 250:	10 points	9 points	6 points
n = 500:	7 points	6 points	4 points
n =1000:	5 points	4 points	3 points
n =5000:	3 points	2 points	1.5 points

Thus any eight point difference between 1982 and 1985 would be significant for a group if that group's sample size were larger than 500 respondents; but an eight point difference would only be statistically significant, for a sample size of around 250 respondents if the population estimate were much less than 25% of those surveyed.

Further methodological details on the 1982 and 1985 Survey of Public Participation in the Arts can be found in the final reports on these surveys prepared by the Survey Research Center at the University of Maryland.

Chapter 1

CORE QUESTIONS ON ARTS PARTICIPATION

1. CORE QUESTIONS ON ARTS PARTICIPATION

The data shown in Table 1 compare the 1985 results for arts attendance with those obtained in the 1982 survey. In general, the 1985 results are very close to those obtained in the 1982 survey, with only one difference greater than a percentage point. That one change is for the decline in attending musical theatre performances.

Although none of the other differences in Table 1 is statistically significant, it is interesting to see that only ballet attendance showed <u>increases</u> between 1982 and 1985, and that was only from 4.2% to 4.3%.

Table 1: 1985-82 Differences in Past Year Participation Rates for Core Arts Questions

	Percentage Attending*			Assessment of Percentage Difference Found	
	Full Sample SPPA'85 (n=13,675)	Full Sample SPPA'82 (N=17,254)	1985-82 Difference	Difference Required for 95% Significance	Conclusion
Jazz	9.5%	9.6%	- 0.1	.8	Not Significant
Classical Music	12.7	13.0	- 0.3	.9	Not Significant
Opera	2.6	3.0	- 0.4	.5	Not Significant
Musicals	16.6	18.6	- 2.0*	1.0	Significant
Plays	11.6	11.9	- 0.3	.8	Not Significant
Ballet	4.3	4.2	+ 0.1	.5	Not Significant
Art Museums	21.9	22.1	- 0.2	1.1	Not Significant
Reading	55.8	56.9	- 0.6	1.3	Not Significant

* Statistically significant at the 95% confidence level

This general impression of an overall decline in arts participation becomes more apparent if one restricts the 1985 comparison to data collected during the identical six-month period (January through June) during 1982. These comparisons are shown in Table 1a, which is presented in the same format as Table 1 but presents data from the sample for only the first half of the 1982 study (n=9263). Not only does this comparison show more of an overall decline (including for ballet), but two additional activities (opera and classical music) also show a statistically significant decline despite the smaller sample size. The decline in attending museums and galleries is not significant.

On the other hand, a much more stable picture emerges if one examines the month-by-month comparisons in Table 1b. Here it can be seen that there are only two month-to-month comparisons in the entire table that are statistically significant -- and even these involve only a three percentage point difference. These concern the declines found for March and for June in attending musical theatre and operettas.

The one clear and consistent difference emerging from these three tables then, is that reported attendance at musical stage plays and operettas has declined significantly between 1982 and 1985. This is the largest of several declines in arts attendance and participation found in the tables; the Table 1a sub-analyses indicate statistically significant declines as well in attending classical music and opera performances. No evidence is found to suggest that there has been any significant change in the proportions of people reporting that they had attended performances of jazz, non-musical stage plays or ballet, or that they had visited museums, or had read literature such as novels or short stories.

Table 1a: 1985-82 Differences in Past Year Participation Rates for Core Arts Questions: January-June Data Only

	Full Sample SPPA'85 (N=13,675)	Jan-June Sample SPPA'82 (N=2693)	1985-82 Difference	Difference Required for Significance	Conclusion
Jazz	9.5	9.6	- .1	.9	Not Significant
Classical Music	12.7	13.9	-1.2*	1.1	Significant
Opera	2.6	3.5	- .9*	.5	Significant
Musicals	16.6	18.9	-2.3*	1.2	Significant
Plays	11.6	12.4	- .8	1.0	Not Significant
Ballet	4.3	4.5	- .2	.6	Not Significant
Art Museums	21.9	22.5	- .6	1.3	Not Significant
Reading	56.0	56.5	- .5	1.5	Not Significant

Table 1b: 1985-82 Differences in Past Month Participation Rates for Core Arts Questions: January-June Data Only

	January		February		March		April		May		June	
	1985 (2357)	1982 (1435)	1985 (2374)	1982 (1572)	1985 (2294)	1982 (1803)	1985 (2151)	1982 (1475)	1985 (2374)	1982 (1593)	1985 (2125)	1982 (1385)
Jazz	9	9	10	11	10	9	10	10	10	9	10	11
Classical Music	13	12	15	17	13	12	13	14	14	13	13	14
Opera	2	3	3	5	3	4	3	3	3	3	3	4
Musicals	18	17	18	19	15*	18	18	19	20	20	17*	20
Plays	12	12	13	14	11	13	12	12	13	12	11	13
Ballet	4	3	5	5	4	5	4	6	5	4	5	6
Art Museums	23	23	23	23	22	19	23	24	23	23	23	23
Reading	53	54	59	60	57	56	57	56	58	56	58	57

* Statistically significant at the 95% confidence level

Demographic Differences: Table 1c reviews these overall 1982-85 changes within particular demographic groups to examine whether some groups show greater changes than others, or whether the changes are found across the board. Each entry in the table represents the proportion of each group reporting participation in 1985 subtracted from the proportion of that group reporting participation in 1982. Thus, the -4 entry for 18-24 year olds for jazz in Table 1c was obtained by subtracting the 18% of the age group who reported participation in 1982 from the 14% who participated in 1985. (These percentage entries for demographic groups can be found in Appendix A and in Table 3.3 of the University of Maryland main reports for the SPPA'82 and SPPA'85 studies).

Listed below are some of the major patterns of demographic differences in arts participation:

o AGE. The age differences in Table 1c generally tend to show declines for the 18-34 year old group and increases for the 65 and over age group. Nonetheless only three differences are beyond the 95% confidence level--namely the four point declines in attending jazz performances among 18-24 year olds and in attending musical theater by 25-34 year olds, and the increase (from 41% to 48%) in the proportion of the age group 75 and older in reading literature.

o SEX. Men and women tend to share the same patterns of participation, and changes in participation, between 1982 and 1985. The only significant change for both is the decline in attending musical theatre performances.

o EDUCATION. In general, arts participation rates declined more in middle-education categories (high school graduates, some college, and college graduates) than in the highest and lowest education groups. The most significant declines were found in the some college group--for attending classical music, musicals and art museums/galleries; both the college graduate and graduate school groups also reported attendance rates at musicals that were well below 1982 levels.

o INCOME. Greater declines in general were found among upper-income groups--particularly for attending musicals and plays. The lowest income group (under $5,000 family income per year) showed a modest increase in attendance.

o RACE. Whites reported a significant decrease of 2 percentage points in attending musicals. Otherwise, no significant differences were found by racial group.

o AREA. Much the same pattern was found for the factor of urbanicity. Residents of SMSA central cities reported a significant decline of 3 percentage points (from 21% to 18%) in attending musicals. Otherwise no significant differences were found -- although in general SMSA non-city (mainly suburban) residents showed less decline than either urban or rural

Table 1c: 1985-82 Differences in Past Year Participation Rates for Core Arts Questions by Demographic Groups

	Jazz	Classical Music	Opera	Musicals	Plays	Ballet	Art Museum	Reading Literature
Total Sample	0	0	0	-2	0	0	0	-1
Age:								
18-24	-4*	0	0	-2	0	0	-1	-3
25-34	0	-1	+1	-4*	0	0	0	-3
35-44	+2	0	0	-2	-1	0	0	+2
45-54	+1	0	0	-1	0	-1	0	+2
55-64	0	-2	0	-1	-2	0	0	-3
65-74	+1	+1	0	-1	0	+1	+1	+3
75+	0	+3	-1	-1	+2	0	+2	+7*
Sex:								
Male	0	0	-1	-2*	0	0	0	-1
Female	0	-1	0	-2*	-1	-1	0	0
Education:								
Grade school	0	+1	0	-1	-1	0	+1	+2
Some high school	-1	-1	0	0	0	0	0	-2
High school graduate	0	-1	-1	-1	-1	0	-2	-2
Some college	-2	-3*	-1	-5*	-1	0	-3*	-1
College graduate	-1	0	-1	-3*	0	-1	+1	-2
Graduate school	+4	+2	+1	-5*	0	+2	0	-5
Income:								
Under $5,000	0	0	+1	0	+1	0	+4	+4
$5,000- 9,999	0	-1	-1	-1	-2	0	-1	-3
$10,000-14,999	-2	-2	-1	-2	0	-1	-3	-3
$15,000-24,999	-1	0	0	-5	-1	0	-2	-3
$25,000-49,999	-1	-3	-1	-6*	-4*	-1	-3	-4
$50,000 and over	+2	-1	-2	-7*	-6*	+1	-3	0
Not Ascertained	-1	-2	-2	-2	0	-2	-3	-1
Race:								
White	0	0	0	-2*	-1	0	0	0
Black	-2	-1	0	-1	0	0	-1	+2
Other	-1	+5	+1	0	0	+1	-3	0
SMSA:								
Central City of SMSA	0	-1	0	-3*	-1	-1	-1	0
SMSA, not Central city	-1	+1	-1	-1	+1	0	+1	+1
Not in SMSA	0	-1	+1	-2	-2	+1	-2	-3

* Statistically significant at the 95% confidence level

Personal Performance: No significant changes were found in rates of reported personal appearance in arts performances. As can be seen in Table 1d, virtually the same proportions reported such participation in 1985 as in 1982, although only one activity -- acting in plays -- shows an increase.

Table 1d: 1985-82 Differences in Rates Appearing in Public Arts Related Performance

	Percentage Performing			Assessment of Percentage Difference Found	
	1st Half Sample SPPA'85 (n=13,675)	Full Sample SPPA'82 (n=17,254)	1985-82 Difference	Difference Required for 95% Significance	Conclusion
Jazz	0.68	0.78	-0.10	.2	Not Significant
Classical Music	0.85	0.90	-0.05	.2	Not Significant
Opera	0.04	0.08	-0.04	.1	Not Significant
Musicals	0.83	0.89	-0.06	.2	Not Significant
Plays	0.81	0.77	+0.04	.2	Not Significant
Ballet	0.12	0.13	-0.01	.1	Not Significant

Regional Differences: Differences in participation levels across 24 regions specially constructed for the SPPA analyses are shown in Table 1e. In general, relatively few significant differences can be found in the table.

The three regional differences which stand out most clearly are the decline in participation among residents of New York City (especially for musical and non-musical stage plays, for art museums and for reading), the increased participation in the city of Philadelphia and its suburbs, and the several increases in the San Francisco Bay area.

In general, however, these differences also tend to reflect a larger and more familiar pattern, the statistical phenomenon known as regression toward the mean. This refers to the tendency of groups or individuals who are very high or very low in one statistical reading to return to more normal levels on a second statistical reading (as when parents who are very tall or very short tend to have children who are not as tall or as short as they are).

In the same way, most of the significant differences in Table 1e refer to estimates for regions that were well above or below the national average. Thus the -10 entry for reading for New York City residents is based on a 65% estimate in 1982 subtracted from the 55% estimate in 1985. In 1982, the 65% estimate was 9 percentage points above the national average of 56%. The 55% estimate in 1985, then, represents a return to a rate more consistent with the rest of the country.

Among the differences that do not fit this "regression-to-the-mean" pattern are the above average readings in both surveys for attending art museums and galleries in the San Francisco (Bay) area, for reading literature in the Baltimore-Washington area and for attending opera in the Florida-Georgia cities.

Table 1e: 1985-82 Differences in Past Year Participation Rates for Core Arts Questions by Regional-Metropolitan Locations

	Jazz	Classical Music	Opera	Musicals	Plays	Ballet	Art Museums	Reading
Total Sample:	0	0	0	-2	0	0	0	-1
Northeast								
1 N.Y.C.	0	-5	-3	-10*	-9*	-5	-7*	-10*
2 N.Y.C. suburbs	-2	-4	+1	-7*	0	0	0	-3
3 Philadelphia area	+2	+1	+6*	+6	+6*	+2	+7	+15*
4 Phil. regions	+7*	+7*	+4	-1	-1	-3	-1	+5
5 Boston area	-1	-1	+1	+2	-7	+4	+4	-2
6 Other NE, CC**	+5	+2	-1	-5	+1	-1	+5	-1
7 Other NE, not CC	-1	+3	+1	0	+4	-1	0	+7
8 Other NE, not SMSA	+4	-2	+2	-2	+3	0	-4	0
Northcentral								
9 Detroit	+3	-1	-3	-10*	-1	+3	+1	-3
10 Chicago	-1	+2	-4	+2	+3	0	+2	+1
11 Other NC, CC **	-1	0	+1	+1	-1	+1	-5	+5
12 Other NC, not CC	+3	0	-1	+1	+2	0	+2	-2
13 Other NC, not SMSA	+2	0	0	-2	-2	+1	-2	-4
West								
14 Bay area	+4	+5	-2	-7*	+4	+2	+10*	+1
15 L.A. area	+3	+2	0	+2	+1	+1	+4	+8*
16 Other West, CC **	0	-3	+2	-4	-1	+1	+5	+6
17 Other West, not CC	-2	-3	+1	-5	-2	-1	-2	+2
18 Other West, not SMSA	+3	-6	+3	-2	-1	+1	-5	+2
South								
19 Balt-Wash area	+6	+1	-2	-4	0	-1	-10*	+13*
20 Texas cities	+1	0	-1	0	+2	+2	+8	+5
21 Flor-Georgia cities	+2	-2	+7*	+5	+6	-2	+5	+3
22 Other South, CC **	-2	-1	0	-3	+1	-2	-1	+4
23 Other South, non CC	0	0	-1	+4	+2	+1	0	+2
24 Other South, non SMSA	+2	-1	+1	-2	0	+1	0	+1

* Statistically significant at the 95% confidence level
** CC - SMSA Central City

Number of Participants: The percentage declines noted above need to be put into the context of the six million person increase in the number of adults living in the U.S. in 1982 and in 1985. Thus while smaller percentages of adults may be attending, it is possible with six million more adults that the actual number of participants involved is larger. This aspect of the data is examined in Table 1f, using the full (12-month) 1982 sample.

The top of Table 1f shows that the number of participants has increased or stayed the same between 1982 and 1985 for all art forms except musical theatre. The increase for reading literature is close to statistical significance, as is the decrease in attending musicals. The 1982 numbers in Table 1f are still very close to those for 1985.

The same is true for personal self-performance in arts activities, shown at the bottom of Table 1f. The population estimates are quite close for the two years, which is surprising given the minuscule proportions of the sample who report performing in arts events.

Table 1f: 1985-82 Differences in Estimated Numbers of Past Year Attendees and Performers for Core Arts Questions (in millions)

a. Attendance	1985	1982	1985-82 Differences	Conclusion
Jazz	16	16	0	Not Significant
Classical Music	21	21	0	Not Significant
Opera	5	5	0	Not Significant
Musicals	28	30	-2 million	Not Significant
Plays	20	20	0	Not Significant
Ballet	7	7	0	Not Significant
Art Museums	37	36	+1 million	Not Significant
Read Literature	95	93	+2 million	Not Significant

b. Personal Performance

	1982	1985	1982-85 Differences	Conclusion
Jazz	1.2	1.3	0	Not Significant
Classical Music	1.4	1.5	0	Not Significant
Opera	.1	.1	0	Not Significant
Musicals	1.4	1.5	0	Not Significant
Plays	1.4	1.3	0	Not Significant
Ballet	.2	.2	0	Not Significant

Chapter 2

OTHER LEISURE ACTIVITIES

2. OTHER LEISURE ACTIVITIES

As shown at the top of Table 2, several of the changes in participation in general recreation questions are significant in the 1985 data. More activities (8) show increases in 1985 participation than show decreases (5), but most of these changes are not statistically significant. However, the six percentage point increase in exercise activities (jogging, lifting weights, etc.), and the two point increase in reading books and magazines, were significant at the 95% level of statistical confidence. The two point increases in sports activities and in volunteer/charity work were almost large enough to achieve statistical significance.

Of the five activities that showed declines, on the other hand, there were significant declines in indoor/outdoor gardening (5 points), in attending movies (4 points) and in visiting amusement parks and related areas (4 points). All three were significantly lower than in 1982, while the declines in domestic repair activities and visiting zoos were not.

In contrast to the relatively large amount of change in general leisure activities, only one significant change is found in the bottom half of Table 2 for arts-related recreation activities. That is the four percentage point decline for needlecraft activities, such as sewing and knitting. At the same time, very small (one point) declines are found for seven other arts-related activities, while only two activities (visiting arts/crafts fairs and theater backstage work) show any increase.

In analyzing these results relative to Table 1, it must be remembered that the sample sizes involved in Table 2 are only about one sixth as large. Thus, it requires a much larger percentage difference to be significant in Table 2 than it did in Table 1.

Table 2: Differences in Participation in General and Arts Related Recreation Activities

I. General Recreation Activities	Percentage Participating* Sample SPPA'85 (n=2374)	Sample SPPA'82 (n=5571)	1985-82 Difference	Assessment of Difference Found: Difference Required for 95% Significance	Preliminary Conclusion
(Question 23)					
a) Go to movies	59	63%	-4*	2.6	Significant
b) Go to sports events	50	48	+2	2.6	Not Significant
c) Visit zoos, arboretums, gardens	31	32	-1	2.4	Not Significant
d) Play cards/board/et al. games	66	65	+1	2.5	Not Significant
e) Go to amusement park, carnival	45	49	-4*	2.6	Significant
f) Jog, lift weights, exercise	57	51	+6*	2.6	Significant
g. Sports activities (softball, golf, etc.)	41	39	+2	2.4	Not Significant
h) Camping, hiking, canoeing, etc.	37	36	+1	2.5	Not Significant
i) Read books or magazines	86	84	+2*	1.9	Significant
j) Do volunteer or charity work	30	28	+2	2.4	Not Significant
k) Work on collections (stamps, coins, etc.)	15	15	0	1.9	Not Significant
1) Prepare special gourmet meals	30	29	+1	2.4	Not Significant
m) Make repairs or improvements	58	60	-2	2.6	Not Significant
n) Work with indoor plants, gardening	55	60	-5*	2.6	Significant

II. Arts-Related Recreation Activities	Percentage Participating* Sample SPPA'85 (n=2374)	Sample SPPA'82 (n=5481)	1985-82 Difference	Assessment of Difference Found: Difference Required for 95% Significance	Preliminary Conclusion
(Question 24-35)					
24) Visited science, history museum	23	23%	0	2.3	Not Significant
25) Visited historic areas	36	37	-1	2.5	Not Significant
26) Poetry readings	19	20	-1	2.1	Not Significant
27) Visited artcraft fair	40	39	+1	2.6	Not Significant
28) Arts lessons or classes	10	11	-1	1.6	Not Significant
29) Crafts work	11	12	-1	1.6	Not Significant
30) Needlework crafts	28	32	-4*	2.4	Significant
31) Backstage work: theatre, etc.	4	3	+1	1.1	Not Significant
32) Backstage work: music concert	1	1	0	.5	Not Significant
33) Creative writings (outside class)	6	7	-1	1.4	Not Significant
34) Photographic arts	10	11	-1	1.6	Not Significant
35) Painting, sculpting, etc.	9	10	-1	1.6	Not Significant

Demographic Differences: There are some significant demographic differentials in changes in participation in addition to the total sample differences found in Table 2. Table 2a shows these demographic differentials for the general recreation activities, while Table 2b shows the differentials for the arts-related recreation activities. Some of the major patterns for several activities are as follows:

o AGE. There is a general trend for activities to be engaged in less frequently by younger people (under age 35) and, to a lesser extent, more frequently by older people. This is most clear for reading books and magazines, but is also evident for the out-of-home activities of attending amusement parks, visiting zoos and for the at-home activities of collecting, home-auto improvements and gardening. In general, the most consistent or pronounced increases are found for the 35-44 age group (especially for exercising and collecting) and for the over age 75 group (especially for playing games, reading books and magazines and for exercise activities).

o SEX. Some gender differences are found as well. Men report significant increases in exercising and playing sports, and significant decreases in attending movies, visiting amusement parks and the like, and gardening. The only significant difference for women is the increase in exercising. In general, then, men show somewhat greater declines in participation than do women.

o EDUCATION. Relatively fewer subgroup differences are found overall. High school graduates report significant decreases in movie attendance, going to amusement parks, and gardening; the some college group decreased in gardening; the "some college group" also decreased their preparation of gourmet meals; and gardening; and the college grad and graduate school groups decreased their visits to zoos and their gardening activities.

o INCOME. It is the middle-income groups who show the most decline in recreational participation. Thus, the $10,000-14,999 income group shows significant decreases in attending movies, sports events, zoos, and amusement parks.

o RACE. Among racial groups, blacks generally show lower participation--particularly in gardening, while the "other" race category shows a significant increase in outdoor activities. Whites show an increase in exercise and volunteer work and a decrease in movie attendance.

o SMSA. Finally, there seems to be some general trend for recreation activities to decrease in urban areas (with the exception of exercise activities) and to increase in suburban areas. We find significant decreases in attending amusement parks in more urban areas, and in attending movies in rural areas, in contrast to a significant increase in playing games in suburban areas.

Table 2a: 1985-82 Differences in Participation in General Recreation Activities by Demographic Group

	Movie	Sports Event	Zoo	Games	Amusement Park	Exercise	Play Sports	Outdoor Activities	Books/ Mags.	Volunteer Work	Collecting	Gourmet Meals	Repairs	Gardening
Total Sample	-4	+2	-1	+1	-4	+6	+2	+1	+2	+2	+1	+2	-2	-5
Age:														
18-24	-3	+3	-4	-2	-4	-2	0	+1	-4	+1	-5	-4	-13*	-9*
25-34	-4	+1	-6	0	-7*	+5	+5	+2	-2	0	-1	+6*	+1	-8
35-44	-2	+4	+2	+3	-2	+6*	+4	+3	+3	+2	+7*	+1	-2	-6
45-54	-6	+2	+1	-3	-8	+8	0	+1	-1	+3	+2	-2	-3	-4
55-64	-5	-1	-10*	+4	-1	+10*	+3	0	+5	+3	+2	-1	-1	-3
65-74	-2	-3	+5	-5	+2	+7	+6	+1	+10*	+2	0	-5	-6	-4
75+	-7	+5	+2	+14*	-1	+19*	+6	+5	+18*	+11*	0	+7	+4	-3
Sex:														
Male	-7*	-2	+1	+1	-5*	+5*	+5*	+1	+2	+2	+2	+1	-2	-5*
Female	-3	+1	-3	+1	-3	+8*	0	+2	+1	+4	-1	+1	-1	-3
Education:														
Grade School	-2	+2	-2	+4	-3	+5	+1	-1	+5	-1	+3	-1	+3	0
Some high school	-6	+4	+5	-2	+1	+4	+1	+8*	+8	+1	+5	+5	+8	+2
High school grad	-6*	+1	+1	-3	-7*	+4	+2	+1	-2	-1	-1	-4	-6*	-6*
Some college	-4	+1	-5	-2	-6	+8*	+2	0	+2	+3	-2	+2	-3	-9*
College grad	-3	-5	-9*	+3	-9	+4	-6	-2	-1	+1	-2	+5	-10	-9
Graduate school	-6	+3	-10*	+5	-4	+8	+4	+4	+1	+5	-5	+5	0	-10
Income:														
Under $5,000	-3	+3	+4	+3	+1	+2	+1	0	+5	-4	0	0	-8	-9
$5,000-10,999	-4	0	-2	-10*	+10*	+6	-1	-8	+3	+1	-2	-9	-8	-7
$10,000-14,999	-17*	-10*	-8*	+1	-15*	-2	0	+2	+3	+2	-6	-3	-8	-9*
$15,000-24,999	-8*	-1	-2	-4	-11*	+5	-5	-1	-2	-2	-1	-1	-4	-4
$25,000-49,999	-8	-3	-8*	-1	-7*	+2	0	0	-4	-1	+2	0	-6	-6
$50,000+	-4	-6	-14*	+1	+5	+7	+1	+5	-1	+2	+5	-1	-1	-7
Not Ascertained	+2	+11	+15	+2	-2	+7	+8	+2	+3	+8	+1	+7	+8	-3
Race:														
White	-5*	+2	-1	+2	-4	+7*	+2	+1	+3	+3*	+1	+2	-1	-4
Black	+5	+4	-4	-4	-6	-4	+2	+2	-4	-1	-2	-4	-7	-16*
Other	-5	0	+12	0	-11	0	+7	+22*	-3	+1	+4	-5	+1	-8
Urban:														
SMSA, Cent. city	-3	-1	-3	-2	-7*	+7*	-3	+1	+2	-1	-3	+1	-3	-6
SMSA, non cent. city	-3	0	-3	+13*	-3	+5	+4	0	+4	+3	+2	0	-1	-4
Non-SMSA	-8*	+4	+1	-1	-3	+5	+5	+4	0	+3	+1	+1	-2	-4

* Statistically significant at the 95% confidence level

In comparison with Table 2a, fewer significant differences are found in Table 2b for arts-related recreation activities:

o AGE. The same age pattern found in data on general recreation activities also holds for arts-related activities, as it did to a lesser extent for the core arts activities shown in Table 1c. Once again there is more decline among younger age groups (under the age of 35) than for older age groups. However, only a handful of these differences are statistically significant.

o SEX. The only significant gender differences are the increased backstage theatre help for men and the decreased needlecraft activities for women.

o EDUCATION. Outside of the significant decreases in poetry-related and photography-related activities among those with graduate school education, few consistent differences are found by education. Those with highest levels of education show declines in other activities as well.

o INCOME. More significant differences are found by income, although no consistent pattern is evident. Thus the lowest income groups (under $5,000 income) report significant decreases in poetry-related activities, craft activities and backstage music concert help; and the second highest income group reports decreases in attending arts classes, doing needlecrafts and in photography-related activities. On the other hand, the highest income group (over $50,000 per year) reports significant <u>increases</u> in non arts museums etc. and arts/crafts fairs and in painting and related visual arts.

o RACE. Both Blacks and other racial groups report greater decreases in arts-related activities than do Whites, but none of these racial differences is statistically significant (except for the decline in needlecrafts among Whites).

o SMSA. Only one rural-urban difference is found to be significant--and that is for the greater decline in needlecrafts activities in rural areas.

Table 2b: 1985-82 Differences in Rates of Participation in Arts-Related Activities by Demographic Group

	Non-Art Museum	Historic Sites	Arts/Crafts Poetry	Arts/Crafts Fair	Art Class	Craft Activities	Needle Crafts	Theatre Backstage Help	Backstage Music Help	Creative Writing	Photo, Video	Painting etc.
Total Sample	0	-1	-1	+1	-1	-1	-4	+1	0	-1	-1	-1
Age:												
18-24	-6	-5	-6	-5	-4	-5	-4	+2	-3*	-1	-4	-1
25-34	-5	-6	-4	+1	-3	+1	-4	0	0	-1	-4	-4
35-44	+8*	0	-5	+1	+3	+1	-1	-1	0	+1	-4	0
45-54	+2	-1	+2	+2	0	-1	-5	+1	-1	+1	+5*	+1
55-64	0	+4	+1	0	0	0	-4	+6*	+1	+2	-1	+3
65-74	+7	+2	+3	+6	-2	-2	-7	+1	0	-1	+1	-2
75+	-1	+3	+6	+2	+2	0	0	+3	0	-2	-1	+1
Sex:												
Men	+1	-1	0	0	-1	+2	0	+3*	0	+1	-1	-3
Women	+1	-1	-2	-2	0	-1	-6*	-1	-1	-2	+1	0
Education:												
Grade school	+1	0	+2	0	0	-1	0	+1	0	0	0	+1
Some high school	+3	+3	+7	+4	0	+3	-1	+2	0	0	+3	+1
High school grad	-2	-1	-2	-2	0	-1	-8*	+2	-1	0	0	0
Some college	-2	-1	0	+1	-4	-3	-5	0	-2*	-2	+1	-3
College grad.	+11*	-4	-4	+2	+2	+1	+2	0	0	+1	-5	-2
Grad school	-9	-9	-13*	-5	-2	-1	-3	+3	+1	-3	-8*	-5
Income:												
Under $5,000	-2	-3	-13*	-3	-5	-8*	-6	-3	-3*	-5	0	-1
$5,000- 9,999	-1	-3	+3	-6	+1	+1	-3	+2	0	+1	+4	0
$20,000-14,999	-3	-2	+2	-5	0	-2	-4	+2	0	-3	-4	-2
$15,000-24,999	-1	-4	0	-2	-1	+1	-6	+2	0	+2	+1	-1
$25,000-49,999	-2	-5	-4	-2	-5*	0	-6*	-1	0	-1	-6*	-7
$50,000+	+7	-6	0	+12*	-2	0	-4	0	0	-1	+2	+8*
Not Ascertained	-9	-8	-5	-1	+6	-2	-4	+1	0	-5*	+1	0
Race:												
White	+2	0	0	+1	0	-1	-5*	+1	0	0	0	-1
Black	-2	-5	-3	-2	0	-2	-6	-1	0	0	+1	-3
Other	-18	-17	-6	-5	+4	-3	0	+3	-1	0	+2	-6
SMSA:												
SMSA, Cent. city	+2	-1	-4	+1	-1	+1	-3	+2	0	+3	0	-3
SMSA,not cent city	0	0	+1	-1	-1	0	-4	+2	0	+1	-1	-1
Non-SMSA	0	-1	-1	0	-3	-2	-5*	0	0	-1	0	+1

* 1985-82 Differences statistically significant at the 95 level

Estimated Number of Participants: Because of the overall growth of the adult population between 1982 and 1985, the general decreases in participation rates in Table 2 may not be reflected in the actual number of participants. With six million more adults in 1985, many activities that show a percentage decrease could show an increased number of participants.

That is, in fact, reflected in the entries in Table 2c. Of the six significant differences in numbers of participants in Table 2c, five are increases. Four of the increases are for general recreation activities (exercise, books and magazines, sports and volunteer activities). Other activities with four to five million more participants (e.g., attending sports events, playing games, outdoor activities and preparing gourmet meals) are very close to statistically significant. Only gardening and visiting amusement parks and zoos etc. show a decrease.

Among the arts-related recreation activities, the only two significant differences are the decreases for needlecraft activities (from 53 to 48 million participants) and the increase in backstage theatre help (from 5 to 7 million participants). The 3 million increase in attending arts and crafts fairs is also relatively close to significance.

Table 2c: 1985-82 Differences in Estimated Numbers of Participants in General and Arts-Related Recreation Activities (in millions)

I. General Recreation Activities: (Question 23)	Sample SPPA'85 (n=2374)	Sample SPPA'82 (n=4471)	1985-82 Difference	Preliminary Conclusion
a) Go to movies	101	104	-3	Not Significant
b) Go to sports events	84	80	+4	Not Significant
c) Visit zoos, arboretums, gardens	52	53	-1	Not Significant
d) Play cards/board/et al. games	112	107	+5	Not Significant
e) Go to amusement park, carnival	76	81	-5	Not Significant
f) Jog, lift weights, exercise	97	84	+13*	Significant
g. Sports activities (softball, golf, etc.)	70	65	+5*	Significant
h) Camping, hiking, canoeing, etc.	64	60	+4	Not Significant
i) Read books or magazines	146	138	+8*	Significant
j) Do volunteer or charity work	51	46	+5*	Significant
k) Work on collections (stamps, coins, etc.)	26	25	+1	Not Significant
1) Prepare special gourmet meals	51	47	+4	Not Significant
m) Make repairs or improvements	98	98	0	Not Significant
n) Work with indoor plants, gardening	94	99	-5	Not Significant

II. Arts Related Recreation: Activities (Questions 24-35)	Estimated Numbers of Participants: Sample SPPA'85 (n=2,374)	Estimated Numbers of Participants: Sample SPPA'82 (n=5,481)	Assessment of Percentage Difference Found: 1985-82 Difference	Assessment of Percentage Difference Found: Preliminary Conclusion
24) Visited science, history museum	40	38	+2	Not Significant
25) Visited historic areas	61	61	0	Not Significant
26) Poetry readings	32	33	-1	Not Significant
27) Visited artcraft fair	68	65	+3	Not Significant
28) Arts lessons or classes	17	18	-1	Not Significant
29) Crafts work	19	20	-1	Not Significant
30) Needlework crafts	48	53	-5*	Significant
31) Backstage work: theatre, etc.	7	5	+2*	Significant
32) Backstage work: music concert	1	2	-1	Not Significant
33) Creative writings (outside class)	11	11	0	Not Significant
34) Photographic arts	17	17	0	Not Significant
35) Painting, sculpting, etc.	15	16	-1	Not Significant

* Statistically significant at the 95% confidence level

Chapter 3

MASS MEDIA EXPOSURE

3. MASS MEDIA EXPOSURE

As shown on Table 3, fourteen of the sixteen 1985 questions dealing with exposure to arts content in the mass media are within two percentage points of the 1982 figures and are therefore not significant. Both of the questions that show statistically significant declines involve exposure to television-related content. The largest is the five percentage point decline in viewing a TV stage play (from 26% to 21%), and, the next largest is a three point decline in viewing TV musicals/operettas (from 21% to 18%).

Among these fourteen non-significant question differences, six show a decrease, three an increase and five no change. The six decreases involve jazz and classical music on TV and on recordings, and ballet on TV. The three increases are found for listening to classical music and to musicals/show tunes on radio and for watching visual art programs on television. The last (visual arts) difference is close to statistical significance, showing a two percentage point increase, but that an increase represents about five million adults (see Table 3b.

These general declines in usage of the media particularly for television for arts-related content may be small, but they might also signal an important shift away from less direct arts experiences. The reasons for such a shift are not presently clear, although we can see there has been a small decline in reported TV viewing in general (from 3.0 to 2.8 hours per day) in the SPPA'85 results. This could be due to several factors: less free time in general, the use of TV for cable or cassette viewing (which respondents may not consider as regular TV viewing in answering the question) or the trend toward certain more active forms of leisure, as identified in Chapter 2.

Table 3: 1985-82 Differences in Rates of Mass Media Exposure to Arts-Related Content

		Percentage Citing Exposure			Assessment of Percentage Difference Found	
		Sample SPPA'85 (n=2,125)	Sample SPPA'82 (n=5,683)	1985-82 Difference	Difference Required for 95% Significance	Preliminary Conclusion
15a)	Jazz on TV	17%	18%	-1%	2.0%	Not Significant
b)	Jazz on radio	18	18	0	2.0	Not Significant
c)	Jazz on recording	19	20	-1	2.1	Not Significant
16a)	Classical music on TV	24	25	-1	2.3	Not Significant
b)	Classical music on radio	21	20	+1	2.3	Not Significant
c)	Classical music on recording	21	22	-1	2.2	Not Significant
17a)	Opera on TV	12	12	0	1.6	Not Significant
b)	Opera on radio	7	7	0	1.4	Not Significant
c)	Opera on recording	7	8	-1	1.4	Not Significant
18a)	Musicals on TV	18	21	-3*	2.1	Significant
b)	Musicals on radio	5	4	+1	1.2	Not Significant
c)	Musical on recordings	8	8	0	1.4	Not Significant
19a)	Play on TV	21	26	-5*	2.1	Significant
b)	Play on radio	4	4	0	1.2	Not Significant
20)	Ballet on TV	15	16	-1	1.9	Not Significant
21)	Art Museum on TV	25	23	+2	2.2	Not Significant
14)	Average hours of TV Watched per day	2.8	3.0	-.17	.21	Not Significant

* Statistically significant at the 95% confidence level

Demographic Differences: Differences in percent participation rates for various demographic groups are shown in Table 3a. It can be seen that, as is the case for the entire sample, relatively few significant 1982-85 differences are found within demographic groups in arts exposure via the mass media.

o AGE. The major differences by age are found for the 75 and older group, especially for the increases in watching ballet, classical music and visual arts presentations on television. In general, it is the middle-aged groups (aged 45-64) rather than the youngest age groups which show most decline in using the media for arts content.

o SEX. The only significant difference for gender is found for both men and women in watching non-musical stage plays on television. Both show a four-five percentage point decline between 1982 and 1985.

o EDUCATION. The largest educational difference is found for those with graduate school education, who report much higher media use for arts content, especially for opera and ballet on television, and for plays, musicals and opera on radio.

o INCOME. Differences are mainly limited to those in the middle-to-high ($25,000-49,999) income categories, and those for whom no income information was reported; this latter group reports much less use of recordings for classical music and opera on both recordings and radio.

o RACE. Both blacks and other race groups report greater use of the media for arts content. The other race group reports markedly higher use of television for musicals and for ballet.

o SMSA. The only SMSA differences occur for watching TV stage plays and even this does not occur for residents of SMSA non-city (suburban) residents.

Finally with regard to TV viewing in general, no significant or consistent differentials in viewing are found across demographic groups, although less educated respondents tend to report a slightly lower decline in viewing hours on an average day than middle-to-higher educated respondents.

Table 3a: 1985-82 Diff[illegible]ces in Rates of Mass Media Exposure to Arts-Rel[illegible]ontent by Demographics Group

	Jazz			Classical			Opera			Musical			Play		Ballet	Visual Art	Daily TV
	TV	Radio	Rec	TV	Radio	Rec	TV	Radio	Rec	TV	Radio	Rec	TV	Radio	TV	TV	Hours
	-1	0	-1	-1	+1	-1	0	0	-1	-3	+1	0	-5	0	-1	+2	-0.1
Age:																	
18-24	+1	-3	-2	-2	+2	-1	+2	-2	+1	+4	-1	-1	-5	-4	+3	+4	-.1
25-34	-1	-2	-2	+1	+2	-6*	0	-1	+1	-5	0	0	-5	0	+2	0	-.2
35-44	0	+4	+1	-1	+1	0	0	+4	-1	-2	+2	-4	-8*	+2	0	+1	+.1
45-54	0	-2	-1	-5	0	+1	-3	-3	0	-3	0	-2	-8*	0	-1	0	-.2
55-64	-6	-3	-4	-5	-2	-1	+1	-3	-2	-4	+2	-1	-2	+1	-3	+4	-.2
65-74	0	+1	0	0	0	-1	+1	-2	-2	-1	+1	0	+1	+1	+8	+3	0
75-96	+5	+5	+2	+11*	+3	+5	+5	+1	-2	-2	0	-1	+1	+1	+15*	+11*	-.1
Sex:																	
Male	-1	-2	-2	-2	-1	-2	0	-1	0	-3	+1	-1	-5*	0	+3	+1	-.1
Female	-1	+1	0	0	+2	-1	-1	0	0	-3	0	-1	-5*	-1	+2	+3	-.1
Education:																	
Grade school	+2	+1	+1	0	-3	+1	0	-1	0	-3	+1	-1	-5*	0	+3	+1	0
Some high school	+1	-1	-4	-3	-5	-5	-2	-3	-2	-2	0	-1	-1	0	+5	+4	0
High school grad	-3	-4	-2	-4	0	-2	-1	0	-1	-4	0	0	-8*	0	+2	+1	-.1
Some college	+1	+3	0	-1	+3	-2	-1	-4	0	-7*	-1	0	-4	-2	+1	+1	-.1
College grad	+1	+5	+1	+1	+4	0	-1	-3	0	-1	+2	-5	-1	+1	+1	+1	-.1
Grad school	-5	+2	-5	+10	+7	-1	+11*	+12*	+5	+3	+7*	+2	+1	+6*	+15*	+7	0
Income:																	
Under $5,000	+3	+4	-7	+2	-5	+11	+3	0	+4	+2	-1	+4	+4	+1	+6	+7	0
$5,000 -14,999	+3	+1	+5	0	+2	-4	+2	-1	-2	+1	0	0	-5	+1	+8*	+6	-.2
$15,000- 24,999	-3	-3	-4	-5	-4	-6	-3	-2	-1	-6*	-1	-3	-6	-2	-2	+1	0
$25,000 -49,999	-4	-1	-4	-4	-1	-3	-3	0	-1	-7*	0	+4	-11*	0	-4	-6	+.1
$50,000 and over	0	+11*	0	-3	+2	+3	0	+2	+3	-7	+1	0	-16*	+3	-2	-4	-.6
Not ascertained	-7	-5	-4	-8	-6	-13*	-3	-8*	-7*	-8	-6	-5	-8	-2	-4	+2	+.3
Race:																	
White	-2	-1	-1	-2	+1	-2	0	0	0	-4*	+1	-1	-5*	0	+1	+2	-.1
Black	+9*	-4	-1	+5	+2	+2	0	-1	0	0	-1	+3	+2	+1	+8*	+4	-.3
Other	+7	+14	+1	+10	+8	+12	+3	-2	+5	+17*	+7	+8	+2	-2	+16*	+14	0
SMSA:																	
Central city	-2	+2	-3	-2	-1	-2	0	-3	0	-6	+1	-1	-7*	+2	-1	+2	0
Non-central city	+1	-1	0	-1	+5	0	+1	+1	-1	-1	+1	-1	-1	+1	-1	+5	-.3
Non-SMSA	-3	-2	-2	-1	-3	-3	-1	0	+1	-9	0	-2	-8*	0	-2	-1	-.1

* Statistically significant at the 95% level

Estimated Number of Participants: Differences in the estimated numbers of American adults using the mass media for arts content are shown in Table 3b. As in Table 3, few significant differences are found.

The ones that are found to be significant both involve television: the decrease in the number who have seen a TV play and the increase in the number who have seen a visual arts presentation, such as a program on an art gallery or museum.

The only other notable, but non-significant, changes are found for watching TV musicals (a decline) and for listening to classical music on the radio (an increase). Both estimates involve about three million adults.

Table 3b: 1985-82 Differences in Estimated Numbers of Adults Citing Mass Media Exposure to Arts-Related Content (in millions)

	Numbers Citing Exposure		Assessment of Percentage Difference Found	
	Sample SPPA'85 (n=2125)	Sample SPPA'82 (n=5481)	1985-1982 Difference	Conclusion
15a) Jazz on TV	30	30	0	Not Significant
b) Jazz on radio	30	30	0	Not Significant
c) Jazz on recordings	32	33	-1 million	Not Significant
16a) Classical music on TV	41	41	0	Not Significant
b) Classical music on radio	36	33	+3 million	Not Significant
c) Classical music on recording	36	36	0	Not Significant
17a) Opera on TV	21	20	+1 million	Not Significant
b) Opera on radio	11	12	-1 million	Not Significant
c) Opera on recording	13	12	+1 million	Not Significant
18a) Musical on TV	30	33	-3 million	Not Significant
b) Musical on radio	8	7	+1 million	Not Significant
c) Musical on recordings	13	14	-1 million	Not Significant
19a) Play on TV	37	43	-6* million	Significant
b) Play on radio	6	6	0	Not Significant
20) Ballet on TV	26	27	-1 million	Not Significant
21) Art Museum on TV	43	38	+5* million	Significant

* Statistically significant at 95% confidence level

Chapter 4

INTEREST IN INCREASED ARTS PARTICIPATION

4. INTEREST IN INCREASED ARTS PARTICIPATION

Table 4 shows that the proportions of the sample saying that they want to attend various arts events more often have changed very little from 1982 levels. Only one of the differences is statistically significant at the 95% level of confidence, and that is the 4 percentage point decrease in interest in attending musicals more often. The 2 percentage point decreases in interest in plays and in classical music performances are both close to statistical significance. The small (one point) increases in interest in attending jazz and performances are also not significant.

In general, then, the absence of statistically significant differences between 1982 and 1985 data supports the stability or reliability of the 1982 survey findings. The decline in interest levels in musical theatre is consistent with the decline in attendance data for that art form in Table 1 and suggests that future declines might also be in the offing.

Table 4: 1985-82 Differences in Rates of Interest in More Attendance at Core Arts Activities

	Percentage Interested In Attending More Often*			Assessment of Percentage Difference Found	
	Sample SPPA'85 (n=2374)	Sample SPPA'82 (n=5481)	1985-82 Difference	Difference Required for 95% Significance	Conclusion
Jazz	19%	18%	+1	2.1	Not Significant
Classical Music	16	18	-2	2.1	Not Significant
Opera	8	7	+1	1.6	Not Significant
Musicals	29	33	-4*	2.4	Significant
Plays	23	25	-2	2.3	Not Significant
Ballet	12	12	0	1.6	Not Significant
Art Museums	31	31	0	1.6	Not Significant

* Statistically significant at the 95% confidence level

Demographic Differences: Differences in interest levels between 1982 and 1985 for various demographic groups are shown in Table 4a. In general there are very few significant differences or trends by groups that can be detected, as the following highlights suggest:

o AGE. The most consistent declines for age were found for the 45-54 year old group, with the nine point decline for interest in attending classical music performances being statistically significant. The 25-44 year old group showed a statistically significant increase in interest in attending more jazz performances.

o SEX. The main differential by gender is for the significant decline in interest in musical theatre among women. Women also report greater decreases than men in their interest in attending more classical music performances, plays and art museums.

o EDUCATION. For none of the art forms do any education subgroups show significant changes over time; both the graduate school educated and the college educated do show increased interest in at least three arts activities.

o INCOME. There are few consistent differences by income, but the highest income group ($50,000+) generally reports more increases in interest than those with less income including a significantly higher gain in interest in more jazz performances.

o RACE. Outside of the significant decline in interest in attending musical theatre among Whites, no differentials by race are evident in the table.

o SMSA. While there are no significant differences by the urbanicity factor, urban residents report lower decreases and smaller increases in their level of interest than do suburban or rural respondents, especially for attending musicals.

Table 4a: Differences in Rates of Interest in More Attendance at Core Arts Activities by Demographic Group

	Jazz	Classical Music	Opera	Musicals	Plays	Ballet	Art Museums
Total Sample:	+1	-2	+1	-4	-2	0	0
Age:							
18-24	-3	-1	+2	-4	-1	+2	+2
25-34	+3	0	+1	-5	-3	+2	-6
35-44	+6*	+1	+1	-2	+4	+3	+2
45-54	-1	-9*	-3	-4	-1	-4	-1
55-64	+2	-4	0	+3	-2	0	+4
65-74	+1	-1	0	+1	-4	+2	+4
75-96	-4	0	0	-5*	0	-2	0
Sex:							
Male	+1	-1	+1	-2	0	0	+1
Female	+1	-3	+2	-5*	-2	-1	0
Education:							
Grade school	-3	-2	-1	-5	-3	+1	0
Some high school	0	-1	0	+1	0	0	0
High school grad	-1	-2	-1	0	0	+1	+1
Some college	+1	-2	+2	-7	-5	+2	-1
College grad	+3	+2	+4	-6	0	+1	-2
Grad school	+5	-4	-1	-4	+3	+2	0
Income:							
Under $5,000	-1	-6	-1	+1	+1	+3	+3
$5,000 - 9.999	-2	+8	0	-3	-2	0	-6
$10,000 -14,999	+4	+10	+1	-5	-4	+1	+8*
$15,000 -24,999	-1	+8	+2	-4	-4	+1	-3
$25,000 -49,999	-2	+8	0	-8*	-2	-3	0
$50,000+	+10*	+10	-1	+1	+8	+6	+6
Not Ascertained	+5	+4	0	-2	-4	-2	0
Race:							
White	+2	-2	+1	-4*	-1	+1	0
Black	-5	-3	-1	0	+1	+1	+4
Other	-6	-10	-1	+3	+2	-3	-11
SMSA:							
Central city of SMA	0	-3	+1	-6	-3	+1	+1
SMSA, not central city	+1	-2	-1	-3	+1	-1	+2
Not in SMSA	+1	-1	+1	-3	-2	+2	-4

* Statistically significant at the 95% level

Population Estimates: As in Table 4, the only arts activity for which there was a significant change in the numbers of people interested in increased participation was musicals--which showed a decline from an estimated 54 million to 49 million who expressed an interest. The data are shown in Table 4b.

Otherwise, there were four activities for which there were more people interested in increased participation (representing from one to two million adults) compared to only one art form (classical music) for which there was a decline in interest. The increased numbers were found for jazz, for opera, for ballet and for art museums/galleries.

Table 4b: 1985-82 Differences in Estimated Numbers of Adults Interested in More Attendance at Core Arts Activities (in millions)

	Population Estimate Sample 1985 (n=2374)	Estimate Sample 1982 (n=5481)	1985-82 Difference	Conclusion
Jazz	32	30	+2	Not Significant
Classical Music	28	30	-2	Not Significant
Opera	14	12	+2	Not Significant
Musicals	49	54	-5*	Significant
Plays	40	40	0	Not Significant
Ballet	21	19	+2	Not Significant
Art Museum	52	51	+1	Not Significant

* Statistically significant at 95% confidence level

Chapter 5

ARTS SOCIALIZATION

5. ARTS SOCIALIZATION

Only one of the arts socialization questions in Table 5 shows a significant change between the 1985 and the 1982 results. This is what would be expected since these questions deal with lifetime rather than prior year experiences.

The one significant increase in the 1985 proportions was for those who had had arts/crafts lessons, but even this 3 point difference was barely significant. There was also a one point increase in those who reported that their parents had listened to classical or opera music while they were growing up. But there was a corresponding one point decrease in the proportion reporting their parents had taken them to museums or encouraged them to do independent reading while growing up. Again neither of these differences was statistically significant.

Once again, these results indicate the 1982 findings are very stable, with one item suggesting a change in socialization arts exposure, and that being barely significant and involving only a three point shift.

Table 5: 1985-82 Differences in Rates of Exposure to Art Socialization Experiences, Including Lessons or Classes and Parent-Mediated Experiences

	Percentage Citing Experience			Assessment of Percentage Difference Found	
Lessons or classes:	Sample SPPA'85 (n=2125)	Sample SSPPA'82 (n=5683)	1985-82 Difference	Difference Required for 95% Significance	Preliminary Conclusion
Music	47%	47%	0	2.6	Not Significant
Visual arts	25	24	+1	2.3	Not Significant
Acting	10	9	+1	1.6	Not Significant
Ballet	8	7	+1	1.4	Not Significant
Creative writing	18	18	0	2.0	Not Significant
Arts/crafts	34	31	+3*	2.5	Not Significant
Art appreciation	19	20	-1	2.1	Not Significant
Music appreciation	20	20	0	2.1	Not Significant
Parent Mediated (% often)					
Listen to classical music/opera	9	8	+1	1.5	Not Significant
Took to museums	4	5	-1	1.4	Not Significant
Took to plays/dance/classical music performances	5	5	0	2.4	Not Significant
Encouraged reading	37	38	-1	2.4	Not Significant

* Statistically significant at 95% confidence level

Demographic Differences: With only one (barely) significant difference in Table 5, it is not surprising to find few significant differences by demographic factors in Table 5a. None of them involves the socialization item that was significant in Table 5, namely taking lessons in one of the craft arts.

Even the significant differences that are found tend to be offsetting or contradictory in the direction of results. For example, we find a significant (nine point) decline in the proportion of college graduates reporting they had ever taken creative writing classes. This is offset by the increases among the college-graduate group saying their parents listened to classical music or had taken them to plays or dance events.

Put another way, we would expect with the 336 comparisons in Table 5a for 5% of them (or 16) would be significant by chance alone. In fact, in Table 5a only 4 of them are significant.

Table 5a: Differences in Rates of Exposure to Arts Socialization Experiences by Demographic Group

	Music	Visual Arts	Acting	Ballet	Creative Writing	Arts/ Crafts	Art Apprec.	Music Apprec.	Home Listening to Classical/ Opera**	Trip to Art Museums Galleries**	Taken to Plays Dance**	Encouraged Reading Books**
Total Sample:	0	+1	+1	+1	0	+3	-1	0	+1	-1	0	-1
Age:												
18-24	-5	-7	-1	+1	-2	-1	-5	-4	+1	-1	0	-7
25-34	+4	+4	+2	+3	0	+6	+1	-1	+2	+2	+1	-1
35-44	-1	+3	+2	0	+2	+1	-1	+1	+2	+1	0	0
45-54	+5	+1	0	-1	+1	+6	+2	-1	-2	-1	0	-2
55-64	-1	0	0	0	+1	+3	+1	-1	-2	0	-3	+2
65-74	-4	+3	0	0	+3	+1	+1	+1	+1	0	-2	+2
75-96	0	+4	+4	+2	+1	+4	+6	+4	-1	0	-2	-3
Sex:												
Male	0	0	0	0	-1	+2	-1	-1	+1	+1	0	-1
Female	-1	+2	+1	+1	+1	+3	+1	0	0	0	0	-1
Education:												
Grade school	-7	-2	0	0	0	0	-1	-1	0	-1	-2	-1
Some high school	+3	0	+2	0	0	+1	-1	-1	0	0	0	-2
High school grad	-2	+2	0	0	+1	+3	+1	-1	0	0	0	0
Some college	+5	+5	+3	+4	+4	+7	0	+2	+1	0	0	+1
College grad	+1	-3	-5	+4	-9*	+7	+5	0	+7*	+1	+5*	-2
Grad school	-3	+1	0	0	+1	-2	0	-8	+2	0	-2	-7
Income:												
Under $5,000	+5	-2	-3	-1	-5	+2	-3	-2	-4	-1	-2	-5
$5,000 - 9,999	-3	-2	0	-1	-3	-3	-3	-1	-2	+1	-2	-4
$10,000 -14,999	+2	+7	+1	+1	+3	-1	0	+2	+1	+2	+1	0
$15,000 -24,999	-5	+1	+2	0	+4	0	+2	0	+4	0	0	0
$25,000 -49,999	-3	-2	0	+1	-5	+4	-5	-7*	+1	-1	+2	-3
$50,000+	+4	+1	0	0	0	+5	-4	-4	-3	-4	-3	-8
Not ascertained	+5	0	0	0	-1	+7	+3	+2	-3	-2	-4	+3
Race:									0	0	0	-2
White	0	+1	0	+1	0	+3	0	-1	+1	0	-2	+6
Black	-3	-1	+1	-1	-2	+4	1	-4	+7	0	0	+10
Other	+13	+9	+6	-1	-5	-1	-10	-3				
SMSA:												
Central City of SMSA	-1	+3	+2	+1	0	+4	+1	+1	+1	-1	0	+2
SMSA, not Central City	-3	+1	-1	0	-1	+4	-1	-2	+1	+1	0	-2
Not in SMSA	+3	-2	+1	+2	-1	-1	-2	0	-1	0	-1	-3

* Statistically significant at the 95% confidence level

** Deviations are given for the category "often."

Population Estimates: With only one significant difference in Table 5b, it is also not surprising to find most of the SPPA socialization questions showing no significant difference in the numbers exposed between 1982 and 1985. However, it is interesting to see that not one socialization experience shows a decline in the number of those exposed.

In addition to the significant six million person increase in the number of adults who had ever taken arts/crafts lessons, significantly more adults also now report having taken acting lessons.

Table 5b: 1985-82 Differences in Estimated Numbers of Adults Exposed to Art Socialization Experiences (in millions)

Lessons or classes:	1985	1982	85-82 Differences	Conclusion
Music	79	78	+1	Not Significant
Visual arts	42	40	+2	Not Significant
Acting	20	15	+5*	Significant
Ballet	14	12	+2	Not Significant
Creative writing	31	30	+1	Not Significant
Arts/crafts	58	52	+6*	Significant
Art appreciation	33	32	+1	Not Significant
Music appreciation	34	34	0	Not Significant
Parent-Mediated (% often)				
Listen to classical music/opera	15	13	2	Not Significant
Took to museums	8	8	0	Not Significant
Took to plays/dance/classical music performances	8	8	0	Not Significant
Encouraged reading	63	62	+1	Not Significant

*Statistically significant at the 95% confidence level

Chapter 6

MUSIC PREFERENCES

6. MUSIC PREFERENCES

As shown in Table 6, there were several music preference items that showed significant differences between 1982 and 1985. The largest are the 7 percentage point increases that occur for soul/blues music, for jazz and for rock. For mood music, there was a 4 point increase that was significant, as there was for hymns/gospel music. Three other music forms showed an increase as well: classical music, show tunes and operettas and "other" kinds of music; however, the differences for the first two of these music types were not statistically significant.

The only significant decrease, on the other hand, occurred for country-western music and involved a five percentage point decline. Small decreases in the proportion saying they liked big band or bluegrass music were also found.

The 1982 results do prove stable overall in terms of the general rankings of music types liked. Nonetheless, seven types of music preferences show a statistically significant change, indicating that music preferences have shown more real changes recently than arts participation behavior. In the case of the increases for jazz, blues, and rock, and the decrease in liking country-western music, the apparent changes could signal an important shift in America's music tastes.

These results suggest that two main predictors of the music preferences that changed need to be considered in these national averages -- race and education. There is the possibility that the results in Table 6 may be due to disproportionately higher numbers of blacks and higher educated people, or other characteristics in the April 1985 sample. This possibility is examined in Table 6c.

Table 6: Differences in Rates of Reporting Various Music Types Liked

	Percentage Expressing Preference			Assessment of Percentage Difference Found	
	Sample SPPA'85 (n=2151)	Sample SPPA'82 (n=5617)	1985-82 Difference	Difference Required for 95% Significance	Conclusion
Classical/Chamber	30%	28%	+2	2.4	Not Significant
Opera	10	10	0	1.6	Not Significant
Show tunes	24	23	+1	2.3	Not Significant
Jazz	33	26	+7*	2.4	Significant
Soul/Blues	33	26	+7*	2.4	Significant
Big Band	32	33	-1	2.5	Not Significant
Country-western	53	58	-5*	2.6	Significant
Bluegrass	24	25	-1	2.3	Not Significant
Rock	42	35	+7*	2.6	Significant
Mood/Easy listening	52	48	+4*	2.6	Significant
Folk	25	25	0	2.3	Not Significant
Barbershop	15	15	0	1.9	Not Significant
Hymns/Gospel	40	36	+4*	2.6	Significant
Other	5	2	+3*	.8	Significant

* Statistically significant at the 95% confidence level

Demographic Differences: Table 6a shows the differences in 1982 and 1985 music preference responses by various demographic factors. Because of the overall larger number of significant differences in music preferences compared to other SPPA questions, there are many more significant differences by demographic variables as well. That does not mean, however, that these will form more consistent or more meaningful patterns in responses across these demographic factors.

o AGE. Age may show the most consistent pattern of results in Table 6a. Here, it can be seen that younger people do show more overall shift than older age groups. In the case of increased preferences for jazz, blues and rock, those aged 18-34 show significantly higher appreciation levels in contrast to the lack of significant increases for older age groups. However, there is more positive response to these three music types among older age groups as well.

To some extent, this is also true for other increases in music types that have become more popular, such as classical music (where the increase is significantly only in the 18-24 age group), hymns/gospel (where the only significant increase is found among 25-34 year olds) and mood music (where few significant age-group differences are found).

In the case of country-western music, the only music form to show a significant overall decrease in popularity, much the same pattern can be observed: the largest and only significant drop (nine points) occurs among the 18-24 age group, while notable but non-significant drops (of five points) occur for the 25-54 age groups as well. Here again, however, general declines are also found among older age groups.

o SEX. In the case of gender differences, significant changes are found among men but not among women, as the table shows is true for jazz, blues and rock music. Non-significant shifts in a positive direction are found among women for jazz, for soul and for hymns/ gospel music.

o EDUCATION. Few consistent educational trends can be observed. The increased preference for jazz music is clearly and significantly concentrated among those with at least some college education. But that is not generally true for other music forms. Only sporadic significant differences are found, as among the same college group for rock or among the high school graduate group for hymns/gospel music.

o INCOME. In general, most significant differences by income are concentrated among those at the extremes. Those earning less than $5,000 a year show increased preference for classical, jazz and rock music and significant decreases in preference for country-western and hymns/gospel music. Those in the next lowest income category ($5,000-$9,999) also show increases in blues and rock music -- but a significant decrease in listening to classical music.

Table 6a: Demographic Differences on Questions on Music Preferences

	Classical/ Chamber	Opera	Operettas/ Musicals/ Show Tunes	Jazz	Soul/ Blues/ Rhythm and Blues	Big Band	Country Western	Blue-grass	Rock	Mood/Easy Listening	Folk	Barber Shop	Hymns/ Gospel
Total Sample :	+2	0	+1	+7	+7*	-1	-5*	-1	+7*	+4*	0	0	+4*
Age:													
18-24	+9*	+3	+3	+8*	+8*	+3	-9*	+1	+8*	+5	+2	0	+2
25-34	+2	+1	+2	+7	+10*	0	-5	-3	+13*	+3	-3	-1	+7*
35-44	+1	-2	-3	+9*	+10*	0	-5	0	+9*	+6	+3	0	+3
45-54	-1	0	+1	+3	+1	-2	-5	-1	+2	+1	-5	-3	+4
55-64	-2	0	0	+4	+3	-2	0	-3	+1	-2	+2	+6	+4
65-74	+8	+4	-3	+6	+2	-7	-4	+7	+2	+1	0	+1	+5
75+	+4	-2	+5	+3	0	+8	-2	+2	0	+17*	-1	+1	+1
Sex													
Male	+5	+1	+1	+8*	+9*	0	-4	+1	+7*	+5	-1	+1	+5
Female	+1	+1	+1	+4	+4	0	-5	-1	+5	+2	-1	0	+4
Education:													
Grade school	+1	0	0	+2	+7	-3	-2	+2	+7	+8	+1	0	-1
Some high School	+1	-2	+1	+4	+3	0	-4	+2	+1	+1	0	+2	+3
High school grad	0	+1	-1	+6*	+8*	0	6	-1	+3	+4	0	+1	+7*
Some college	+6	+2	+2	+11*	+7	+5	0	+2	+11*	+3	0	-3	+4
College grad	+6	+2	+2	+7	+5	-4	-7	-5	-1	+2	-4	0	+8
Grad school	+7	+3	+4	+10	+7	-5	-7	-6	+10	+2	-1	+4	+1
Income:													
Under $5,000	+13*	0	+1	+10	+1	-2	-15*	-7	+13*	+5	-3	-2	-12*
$5,000 - 9,999	-9*	+1	-1	+3	+12*	-4	-9	-4	+12*	+6	-4	-5	-1
$10,000 - 14,999	0	+2	-2	+2	0	+2	+1	+3	-4	-2	+2	+3	+3
$15,000 - 24,999	+3	+2	-1	+1	+6	-1	-6	-2	+1	+2	+3	0	+7
$25,000 - 49,999	+1	-1	+1	+7*	+10*	0	-4	0	+6	+1	-4	0	+13*
$50,000+	0	-4	-6	+1	-1	-6	-6	-8	+6	-23*	-3	0	+7
Not Ascertained	-4	0	-2	+3	-1	-5	-2	-1	+5	0	-1	+2	+1
Race:													
White	+3	+1	+2	+6*	+6*	-1	-5*	0	+7*	+2	0	0	+5*
Black	-2	+1	0	+10*	+11*	+2	+4	-2	+2	+18*	+6	-2	+3
Other	-9	-2	+1	-3	-5	+19*	-17	0	+24*	+4	-4	-8	+11
SMSA:													
SMSA, Cent city	+3	0	+2	+3	+8*	-2	-2	0	+7*	+9*	+2	+1	+3
SMSA, not central city	+4	+2	+1	+5*	+6*	0	-4	+2	+3	+3	0	+1	+7*
Non-SMSA	+2	0	+1	+6	+4	+1	-9*	-3	+12*	0	-1	-1	+2

* Statistically significant at the 95% confidence level

At the other end of the income scale, the $25,000-$49,000 group shows significant increases in liking jazz, blues and hymns/gospel music; and those in the $50,000 and over group show a significant and very large (23 percentage point) decrease in liking mood music.

o RACE. There are some interesting differential patterns by race. While Whites show the same significant increase in preference for jazz, blues, rock and hymns/gospel music, among Blacks the only significant increases are for jazz and for blues (and not for rock or hymns/gospel music). The only other significant increase for Blacks is found for mood music.

o SMSA. Relatively few consistent patterns by urbanicity can be found as well. Urban SMSA residents expressed a significantly higher preference in 1985 for blues, rock and mood music, while among non-city SMSA (mainly suburban) residents, significant increases are found for blues, jazz and hymns/gospel music. Non-SMSA (rural) residents, on the other hand, show significantly higher preferences only for rock music, along with the only significant decline for jazz and for country-western music.

Population Estimates: Again, because of the increased number of American adults between 1982 and 1985, the percentage figures in Table 6b do not tell the entire story in terms of how the American public is responding to these forms of music. Table 6b therefore provides differences in terms of these estimated numbers of American adults.

As in the case of Table 6b, there are significantly more Americans who say they like blues, rock, mood, jazz, hymns/gospel and other types of music. These involve between 5 and 13 million more adults. There are also significantly more Americans (7 million) who like classical music as well.

The five million decline in the numbers of those who say they like country-western music, from 96 million in 1982 to 91 million in 1985, is also statistically significant--although barely so. In other words, the decline in the numbers of country-western fans is not as large as the increase for the other seven types of music noted in the above paragraph.

Table 6b: 1985-82 Differences in Estimated Numbers of Adults Reporting Various Music Types "Liked" (in millions)

	SPPA'85 (n=2151)	SPPA'82 (n=5671)	1985-82 Difference	Conclusion
Classical/Chamber	52	45	+ 7*	Significant
Opera	18	16	+ 2	Not Significant
Show tunes	41	38	+ 3	Not Significant
Jazz	56	43	+13*	Significant
Soul/Blues	56	44	+12*	Significant
Big band	55	53	+ 2	Not Significant
Country-western	91	96	-5*	Significant
Bluegrass	41	40	+ 1	Not Significant
Rock	71	58	+13*	Significant
Mood/Easy listening	88	79	+ 9*	Significant
Folk	43	41	+ 2	Not Significant
Barbershop	25	24	+ 1	Not Significant
Hymns/gospel	69	59	+10*	Significant
Other	8	3	+ 5*	Significant

* Statistically significant at the 95% confidence level

Statistical controls: Because of the large number of statistically significant differences in the music questions relative to other SPPA questions, a more finely-tuned statistical analysis was applied to these responses. This consisted of a multivariate analysis (MCA) of the combined 1982-1985 data set with the year of study as a separate independent predictor variable in the analysis. The other independent predictor variables of music preference that were included in the analysis were the main predictors of music preference, namely age, education, race and urbanicity. Sample imbalances in these proportions for a particular month could well account for the observed differences in music preference if there were overrepresentations of black or young respondents. [The other predictor in the MCA analysis was question context (or month of study). Since the November and December 1982 music preference data were part of a 20 minute questionnaire and not a five-minute questionnaire, it might be that this question context have acted to lessen respondents' willingness to express positive responses.]

These MCA-adjusted difference figures are shown in the second column of Table 6c, alongside the unadjusted figures from Table 6. It can be seen that some of the adjusted 1982-85 differences are slightly lower after MCA control for these other factors, but not significantly so. The 1982-85 differences that were significant before control are also significant after control. In other words, the Table 3 differences do seem to represent genuine change, change that cannot be explained by peculiarities in sample composition or sampling error factors in the one sample month in 1985 in which the data were collected.

Table 6c: 1985-82 Differences in Rates of Reporting Various Music Types "Liked", Before and After MCA Adjustment

	1985-82 % Change	After MCA Adjustment*
Significant Increases		
Rock	+7 points	+6 points
Jazz	+7 points	+6 points
Blues	+7 points	+5 points
Mood/Easy listening	+4 points	+3 points
Hymns/gospel	+4 points	+4 points
Other	+3 points	+2 points
No Significant Changes		
Classical	+2 points	+2 points
Show tunes	+1 point	0
Opera	0	+1 point
Folk	0	0
Barbershop	0	0
Big Band	-1 point	-1 point
Bluegrass	-1 point	-1 point
Significant Decreases		
Country-Western	-5 points	-5 points

* After age, race, urbanicity, context effect and education difference in music preference for the 1982 and 1985 samples have been controlled.

Chapter 7

FACILITIES FOR ARTS PERFORMANCES

7. FACILITIES FOR ARTS PERFORMANCES

As shown in Table 7, only one of the differences in types of arts facilities attended is statistically significant. Even this two point decline in attending an arts event at a concert hall or auditorium is barely significant. Otherwise the data from 1982 and 1985 are virtually identical. That same conclusion applies to the number of American adults attending arts events at these types of facilities. Not even the estimated 2 million person decline at concert halls and open air facilities is significant in terms of numbers of Americans attending.

Table 7: 1985-82 Differences in Rates of Citing Arts Activity Attendance

	Percentage Attendance at Facility			Assessment of Percentage Difference Found	
	Sample SPPA'85 (n=2151)	Sample SPPA'82 (n=5481)	1985-82 Difference	Difference Required for 95% Significance	Conclusion
Question 12					
1 College facility	6%	7	-1	1.4	Not Significant
2 Other school facility	3	3	0	.8	Not Significant
3 Religious facility	4	3	+1	1.2	Not Significant
4 YMCA, etc.	0	@	0	.5	Not Significant
5 Concert hall; auditorium	12	14	-2*	1.7	Significant
6 Theatre; dinner theatre	14	14	0	1.7	Not Significant
7 Night club; coffee house	4	4	0	.2	Not Significant
8 Library	1	1	0	.5	Not Significant
9 Museum; art gallery	3	3	0	.8	Not Significant
10 Park; open air	4	5	-1	1.6	Not Significant
11 Other	1	1	0	.5	Not Significant

@ Less than 0.5%

Table 7a: 1985-1982 Differences in Estimated Numbers Adults Citing Arts Activity Attendance at Various Types of Facilities (in millions)

	SPPA'85 (n=2151)	SPPA'82 (n=5481)	1985-82 Difference	Conclusion
1 College facility	10	11	-1 million	Not Significant
2 Other school facility	3	3	0	Not Significant
3 Religious facility	4	3	+1 million	Not Significant
4 YMCA, etc.	0	0	0	Not Significant
5 Concert hall; auditorium	12	14	-2 million	Not Significant
6 Theatre; dinner theatre	14	14	0	Not Significant
7 Night club; coffee house	4	4	0	Not Significant
8 Library	1	1	0	Not Significant
9 Museum; art gallery	3	3	0	Not Significant
10 Park; open air	4	5	-1 million	Not Significant
11 Other	1	1	0	Not Significant

* Statistically significant at the 95% confidence level

Chapter 8

SOME GENERAL CONCLUSIONS

8. SOME GENERAL CONCLUSIONS

Comparison of data from SPPA'85 and data from SPPA'82 shows relatively little variation in most estimates of core activity participation, recreational activities, socialization experiences, or interest in attending arts events more often. The 18 SPPA questions that did show significant differences from the 100+ questions examined are summarized in Table 8. Only one difference in the core arts questions was statistically significant, despite the very large sample sizes involved. This was the two percentage point decline in attending musicals and in visiting art galleries or museums.

In contrast, five general recreational activities show significant differences: jogging/lifting weights/exercising showed a 6 point increase, and 4-5 point declines were found for movie going, attending amusement parks and the like, working with plants/gardening and doing needlework crafts. Roughly equivalent declines were found for watching plays and musical theatre on television.

However, the largest and most concentrated differences in Table 8 are found not for activity participation, but for music preferences. Increased proportions of American adults in 1985 said they liked jazz, blues, rock, mood and gospel music; these increases are found mainly, but not entirely among younger people. Greatest change for country/western music is also found among younger adults, country western being the only music form for which there was a significant decrease in the proportion saying they liked that type of music.

The close correspondence between certain 1982 and 1985 data supports the base reliability of SPPA measurement methods, and puts those few changes that are found in clearer perspective. It enhances our confidence that the increases and decreases that are found do reflect real changes in reported behavior and not some across-the-board shift due to some response set or other extraneous factor in responding.

Table 8: A Summary of Statistically Significant Differences in SPPA Analysis

	1985	1982	1985-1982 Difference
Core Arts Questions			
Musicals	17%	19%	-2 points
Other Recreational Activities			
Movies	59%	63%	-4 points
Amusement parks	45%	49%	-4 points
Exercise	57%	51%	+6 points
Gardening	55%	60%	-5 points
Needle-crafts	28%	32%	-4 points
Mass Media Arts Exposure			
Musicals on TV	18%	21%	-3 points
TV plays on TV	21%	26%	-5 points
Interest in Attending Core Arts			
Musicals	29%	33%	-4 points
Arts Socialization			
Arts/crafts classes	34%	31%	+3 points
Music Preferences			
Jazz	30%	26%	+4 points
Soul/ blues	33%	26%	+7 points
Country-western	53%	58%	-5 points
Rock	42%	35%	+7 points
Mood/easy listening	52%	48%	+4 points
Hymns/gospel	40%	36%	+4 points
Other	5%	2%	+3 points
Arts Facilities			
Concert hall/auditorium	12%	14%	-2 points

More significant trends in arts participation patterns will be clearer when future SPPA surveys are undertaken in 1988 or 1990. With even larger sample sizes to reduce sampling error estimates, we expect to be able to identify possible "trade off" patterns across activities -- as in the case of Table 1 and 2, which show increases in some leisure activities and declines in others.

With so few statistically significant changes in this preliminary comparison between the 1985 and 1982 results, the SPPA data collection method can be said to provide reliable cross-time measures of public participation in the arts, and no methodological adjustments are recommended in general field procedures in the near future. It will be necessary to add new questions to the SPPA questionnaire to gain more insight into some of the apparent anomalies in the present comparison--such as the greater number of activities that show declines rather than increases.

The large number of 1985-1982 comparisons which show no change or only small changes in arts participation, lifestyle, recreation, socialization, facilities attended or music preferences supports the reliability of the 1982 survey methods. It also increases our confidence in the ability to identify those changes that <u>have</u> occurred in the public's arts participation.

Appendix A:

Demographic Predictors of Participation
(Tables from 1985 and 1982 SPA Reports Used to Construct
Demographic Difference Data Tables in This Report)

Table 3.3 Participation Rates for Various Arts Activities by Background Factors 1982

	Jazz	Classical Music	Opera	Musicals	Plays	Ballet	Art Museums	Reading
Grand mean:	9.6%	13.0%	3.0%	18.6%	11.9%	4.2%	22.1%	56.4%
Age:								
18-24	17.5	11.0	2.0	16.6	10.7	3.9	22.7	59.8
25-34	14.5	13.0	2.6	19.8	12.2	4.8	26.5	62.1
35-44	7.8	16.4	3.6	23.1	15.3	6.0	27.1	59.6
45-54	7.0	14.8	3.9	21.3	13.4	3.7	22.0	54.9
55-64	4.9	12.8	3.5	18.7	11.5	3.7	18.9	52.9
65-74	2.0	12.1	3.4	13.9	9.9	3.0	14.6	47.3
75-96	1.4	7.1	2.0	8.9	5.2	1.6	8.3	40.8
Sex:								
Male	10.3	11.3	2.7	16.6	10.7	2.7	21.0	48.9
Female	9.0	14.5	3.3	20.5	12.9	5.5	23.1	63.0
Race:								
White	8.9	13.9	3.2	19.7	12.7	4.5	23.2	58.3
Black	15.4	6.7	1.3	10.0	5.8	1.8	12.4	42.0
Other	8.5	9.5	3.1	13.2	8.0	3.5	27.4	50.1
Education:								
Grade school	1.4	1.9	0.5	4.2	1.7	0.4	2.7	21.0
Some high school	4.1	3.9	0.5	6.1	3.5	0.8	7.2	39.0
High school graduate	6.8	7.6	1.9	13.3	7.0	2.4	16.1	54.2
Some college	14.9	17.9	3.8	26.1	16.4	5.9	32.5	73.1
College graduate	19.2	29.4	6.6	37.4	25.9	9.7	44.1	79.9
Graduate school	19.6	38.5	10.2	44.9	36.3	13.2	55.9	85.1
Income:								
Under $5,000	7.8	8.5	0.7	9.5	7.2	2.5	12.1	39.8
$5,000 - $9,999	7.5	8.1	1.8	9.2	5.5	2.0	13.0	45.6
$10,000 - $14,999	8.1	9.5	1.9	13.2	8.1	3.6	18.2	53.2
$15,000 - $24,999	9.2	11.1	2.0	17.2	10.3	3.5	20.9	56.2
$25,000 - $49,999	11.8	18.3	4.4	28.0	17.9	6.2	30.7	67.4
$50,000 and over	16.8	30.6	10.4	43.7	33.8	10.4	47.5	77.5
Not ascertained	9.9	13.8	3.9	18.6	10.7	4.5	22.4	56.9
SMSA:								
Cent city of SMSA	12.6	14.7	3.9	21.2	14.1	5.6	25.6	56.5
SMSA, not cent city	10.5	14.3	3.7	22.2	13.2	5.0	24.7	60.3
Not in SMSA	6.0	10.1	1.4	12.3	8.5	2.1	15.9	51.8
Region:								
Northeast	8.9	13.8	3.6	22.9	13.9	5.4	22.2	58.5
Northcentral	10.1	14.2	2.9	18.4	12.1	3.6	21.4	58.4
South	8.6	10.0	2.5	13.8	9.2	3.5	18.5	49.1
West	11.5	15.6	3.7	22.5	14.0	5.1	28.9	63.9
Marital Status:								
Married	6.8	12.2	2.6	18.5	11.4	3.6	21.2	55.7
Widowed	2.4	10.7	3.3	13.4	7.6	3.0	11.7	47.8
Divorced	14.8	17.8	3.5	20.8	14.5	6.1	26.5	60.7
Separated	12.6	9.9	2.4	14.9	9.9	3.3	17.9	47.0
Never Married	19.0	15.2	4.2	20.8	14.5	6.0	27.6	61.6
Work Hours:								
None	7.2	11.6	2.6	15.7	10.1	3.5	18.7	54.6
1 to 29	11.8	16.1	3.2	23.2	15.2	5.2	28.6	64.7
30 to 39	11.6	14.7	4.3	21.2	13.2	5.6	25.8	62.4
40 hrs	10.5	12.5	2.8	18.7	12.3	4.3	22.3	55.1
41 to 49	11.6	14.3	3.5	19.8	11.0	4.3	23.9	57.4
50 or more	12.1	14.6	3.7	22.6	14.2	4.7	24.9	54.3
Occupation:								
Professional	18.0	30.0	7.9	37.2	27.4	9.9	45.1	78.5
Managerial	14.2	19.3	5.6	31.9	19.8	6.6	36.0	66.2
Sales,clerical	12.4	14.9	2.9	24.7	14.8	5.8	25.8	68.3
Craftsman	8.3	6.7	1.4	11.6	5.7	1.7	13.6	41.8
Operatives	6.6	4.3	0.6	7.0	4.0	1.1	9.6	37.9
Laborers	8.0	5.7	0.8	7.2	5.0	1.5	12.7	40.1
Service workers	9.7	11.3	2.8	16.8	8.9	4.1	20.1	60.2
Not working	10.3	11.9	2.6	15.5	10.5	3.5	20.6	54.0
Keeping house	4.5	10.9	2.2	14.8	8.4	3.2	16.4	54.2
Student	25.3	18.3	3.8	24.0	22.0	7.2	35.9	79.2
Retired	2.2	9.0	3.1	14.3	9.3	2.2	12.8	43.5
Presence of Children:								
No children	10.2	13.8	3.5	19.4	12.7	4.3	22.7	56.5
One 6-11	7.3	12.4	2.7	19.6	10.9	4.4	22.8	57.5
Two - 6-11	8.3	14.5	2.7	18.1	11.7	6.5	21.2	58.2
One under 6	10.2	9.0	1.2	16.1	9.9	2.7	18.9	55.3
One 6-11, One under 6	6.1	10.0	1.3	14.7	8.1	4.6	22.6	56.1
One under 6, Two+ 6-11	7.7	9.9	1.7	10.3	7.0	1.6	18.9	56.0
Two+ under 6	8.8	8.7	1.4	15.7	7.7	3.4	18.1	55.6
One 6-11, Two+ under 6	8.9	13.9	2.1	19.7	15.0	4.5	18.5	55.5
Two - 6-11, Two+ under 6	4.3	9.8	3.1	10.3	6.3	2.2	23.6	44.9

TABLE 3.3: Participation Rates for Various Arts Activities by Background Factors 1985

	Jazz	Classical Music	Opera	Musicals	Plays	Ballet	Art Museums	Reading
Grand mean:	9.5%	12.7%	2.6%	16.6%	11.6%	4.3%	21.9%	5o.1%
Age:								
18-24	14	11	2	15	11	4	22	57
25-34	15	12	2	16	12	5	26	59
35-44	10	16	4	21	14	6	27	62
45-54	8	15	4	20	13	3	22	57
55-64	5	11	3	18	10	4	19	50
65-74	3	13	3	13	10	4	16	50
75-96	1	10	1	8	7	2	10	48
Sex:								
Male	10	11	2	15	11	3	21	48
Female	9	14	3	19	12	5	23	63
Race:								
White	9	14	3	18	12	5	23	58
Black	13	6	1	9	6	2	11	44
Other	8	15	4	13	8	5	24	50
Education:								
Grade school	1	3	1	3	1	1	4	23
Some high school	3	3	1	6	4	1	7	37
High school graduate	7	7	1	12	6	2	14	52
Some college	13	15	3	21	15	6	30	72
College graduate	18	29	6	34	26	9	45	78
Graduate school	24	41	11	40	36	15	56	80
Income:								
Under $5,000	8	9	2	10	8	3	16	4-
$5,000 - $9,999	7	7	1	8	4	2	12	43
$10,000 - $14,999	6	8	1	11	8	3	15	50
$15,000 - $24,999	8	11	2	12	9	4	19	53
$25,000 - $49,999	11	15	3	22	14	5	28	63
$50,000 and over	19	30	8	37	28	11	45	77
Not ascertained	9	12	2	17	11	3	19	56
SMSA:								
Cent city of SMSA	13	14	4	18	13	5	25	57
SMSA, not cent city	10	15	3	21	14	5	26	61
Not in SMSA	6	9	2	10	7	3	14	49
Region:								
Northeast	8	13	4	20	14	5	21	57
Northcentral	10	15	1	17	11	4	21	55
South	9	10	2	13	10	4	19	51
West	12	15	4	19	13	5	30	66
Marital Status:								
Married	8	12	2	17	11	4	21	56
Widowed	3	10	2	12	9	4	13	49
Divorced	12	14	3	16	14	4	24	57
Separated	13	11	3	14	11	5	20	55
Never married	17	16	3	19	14	6	27	57
Work Hours:								
None	7	11	2	14	10	4	19	54
1 to 29	12	17	3	20	15	6	27	64
30 to 39	10	14	3	17	13	5	22	60
40 hrs	11	11	3	17	11	4	21	56
41 to 49	12	14	3	18	14	5	26	57
50 or more	24	17	4	21	16	5	28	55
Occupation:								
Professional	21	32	8	35	29	12	49	76
Managerial	15	22	6	31	22	8	37	71
Sales, clerical	12	14	3	22	14	5	26	67
Craftsman	8	6	1	7	5	2	14	42
Operatives	6	3	1	7	3	1	6	37
Laborers	5	6	1	10	4	2	11	36
Service workers	10	8	1	12	8	3	15	54
Not working	9	10	2	11	7	3	19	50
Keeping house	4	11	2	13	9	3	17	56
Student	15	19	4	23	18	8	3-	7-
Retired	3	11	22	13	8	2	1-	4-
Presence of children:								
No children	10	14	3	18	13	4	23	56
One 6-11	7	11	4	17	10	5	21	57
Two+ 6-11	8	15	2	19	12	7	22	61
One under 6	10	9	1	13	8	2	18	53
One 6-11, One under 6	12	9	2	13	8	4	17	58
One under 6, Two+ 6-11	6	10	0	11	6	3	24	57
Two+ under 6	7	9	2	13	9	5	20	54
One 6-11, Two+ under 6	7	11	2	11	11	6	19	54
Two+ 6-11, Two+ under 6	4	10			2	5	1-	41

Table 5.3a: General Recreational Activities by Selected Background Factors: Unadjusted Percentages of Respondents Above or Below Overall Participation Levels 1982

	Sports: Movie	Sports: Event	Zoo	Amusement: Games	Amusement: Park	Exercise	Play Sports	Outdoor Activities	Books, Magazines	Volunteer Work	Collecting	Gourmet Meals	Repairs	Carpentry
Grand Mean:	63%	48%	32%	65%	49%	51%	39%	36%	84%	28%	15%	29%	60%	60%
Income:														
Under $5,000	-25.7	-22.1	-17.8	-20.5	-18.9	-13.4	-14.4	-16.1	-19.7	-6.6	-3.0	-9.1	-24.8	-12.4
$5,000 - $9,999	-19.1	-18.8	-12.9	-13.9	-16.7	-14.6	-15.7	-11.4	-11.5	-9.0	-7.3	-4.3	-16.1	-6.4
$10,000 - $19,999	-1.9	-4.4	-3.8	-2.7	1.9	-3.1	-6.0	-4.9	-1.6	-3.9	2.8	-3.3	-2.2	1.2
$20,000 - $24,999	4.6	3.3	3.3	4.1	7.6	2.7	2.2	5.8	2.5	1.0	2.3	1.9	7.0	3.9
$25,000 - $49,999	15.5	16.3	13.9	12.5	9.8	14.9	13.3	11.3	10.5	8.5	3.0	4.5	15.7	5.4
$50,000 and over	21.2	33.8	16.6	17.1	4.5	15.6	26.4	6.2	13.7	15.4	1.3	17.9	10.2	9.3
Not ascertained	-2.0	-7.1	-8.5	-5.5	-1.4	-6.2	-4.5	-3.4	-0.1	-4.2	-4.0	2.2	-7.6	-5.5
SMSA:														
Cent city of SMSA	1.5	-1.6	4.6	-1.8	-2.8	1.0	1.6	-6.0	-0.4	-1.1	-0.1	2.0	-4.5	-5.6
SMSA, not cent city	8.0	5.7	4.3	5.7	2.8	5.6	6.3	3.6	4.3	1.0	0.2	2.9	5.3	4.0
Not in SMSA	-10.2	-5.5	-8.2	-5.2	-2.0	-6.4	-8.3	0.4	-5.0	-0.3	-0.2	-4.9	-5.6	-1.0
Age:														
18-24	24.5	16.8	2.5	22.5	18.4	18.8	26.6	15.4	5.9	-5.0	6.9	2.7	7.5	-13.0
25-34	18.6	12.3	15.2	16.0	16.4	13.0	15.4	11.9	7.5	0.4	5.1	2.2	11.7	4.5
35-44	5.2	8.9	6.5	5.6	7.3	2.7	4.2	8.4	2.1	6.2	-3.8	4.5	8.1	8.5
45-54	-5.1	-0.1	-5.0	-7.0	-7.4	-8.4	-8.0	-4.1	-1.0	3.1	-3.1	1.2	3.2	1.6
55-64	-21.8	-16.1	-9.9	-23.4	-17.4	-14.7	-20.7	-13.1	-5.6	1.4	-3.5	-4.0	-7.0	1.5
65-74	-34.4	-26.1	-18.8	-24.0	-29.9	-18.4	-32.6	-24.9	-10.5	-2.8	-5.1	-3.6	-21.9	3.6
75-96	-46.1	-42.9	-27.8	-36.8	-40.4	-31.5	-38.9	-33.7	-20.6	-12.8	-9.1	-16.4	-43.4	-5.5
Marital Status:														
Married	-2.0	0.5	2.1	-1.6	1.7	-2.2	-2.8	2.6	0.5	3.9	-0.4	0.3	6.1	5.9
Widowed	-33.2	-31.0	-20.8	-28.2	-30.8	-25.5	-33.9	-28.2	-11.0	-5.1	-6.1	-7.5	-34.5	-0.5
Divorced	4.5	-1.1	3.8	-1.1	2.8	4.6	-4.7	-5.9	0.9	-4.4	-5.1	11.1	-8.1	9.9
Separated	-2.5	-7.5	-4.4	-7.8	-4.9	-3.5	-2.2	-9.3	-8.4	-11.4	-7.8	-9.9	-18.9	-19.4
Never Married	19.7	15.6	0.2	14.3	9.4	16.4	20.5	9.7	4.6	-4.0	6.7	-1.6	-1.5	-17.9
Ethnic-Race:														
White	2	2	1	2	2	2	2	4	2	-9	1	1	2	2
Black	-17	-13	-12	-15	-13	-9	-11	-26	-13	-4	-9	-7	-17	-12
Other	5	-13	7	-6	-1	-6	-7	-12	-4	-12	1	8	-9	-4
Sex:														
Male	3.6	7.7	-1.7	3.4	1.6	2.9	9.2	7.7	-8.9	-8.6	0.1	-8.3	14.3	-11.7
Female	-3.2	-4.8	1.6	-2.1	-1.5	-2.6	-8.0	-4.8	8.7	1.4	-0.1	7.2	-12.5	9.3
Education:														
Grade school	-40.2	-34.9	-22.2	-38.3	-28.8	-31.9	-33.3	-25.7	-32.1	-14.1	-11.7	-16.7	-28.6	-15.3
Some high school	-22.4	-21.9	-17.6	-14.4	-14.9	-19.1	-20.2	-14.2	-15.9	-12.7	-9.5	-14.8	-22.7	-9.5
High school graduate	2.8	0.5	-3.7	5.9	5.6	-1.7	-1.8	2.6	3.9	-2.3	0.5	2.4	2.5	1.8
Some college	15.1	15.5	11.8	12.8	9.9	13.8	17.6	11.2	10.0	5.9	4.5	2.6	10.5	4.5
College graduate	20.0	25.7	19.8	14.4	11.9	22.2	23.9	8.7	13.5	14.6	7.5	12.3	13.4	8.7
Graduate school	24.4	17.5	26.1	13.8	9.0	24.4	20.1	12.2	14.4	25.6	9.9	12.3	17.5	10.8
Work Hours:														
None	-14.7	-13.9	-6.5	-8.5	-9.9	-7.1	-13.9	-9.4	-5.8	-1.2	-2.6	-1.7	-14.1	2.0
1 to 29	10.1	6.3	2.1	8.2	7.8	9.7	8.5	7.4	4.6	6.0	3.8	3.2	5.0	5.2
30 to 39	11.3	6.9	1.9	5.1	8.3	7.0	7.7	8.7	6.6	-5.8	-2.7	4.1	7.1	2.2
40 hrs.	8.3	7.3	4.5	4.0	6.1	2.0	7.9	5.3	2.1	-2.1	1.9	-1.1	9.9	-2.1
41 to 49	10.3	9.5	6.3	9.4	5.8	4.7	13.3	7.5	4.1	5.7	1.0	-4.5	12.0	-7.6
50 or more	12.7	18.5	8.8	9.5	6.0	8.5	16.8	15.0	5.5	6.3	2.6	1.4	18.3	-7.5
Occupation:														
Professional	21.4	19.9	21.5	15.5	13.9	23.7	21.6	11.3	13.8	18.9	4.4	6.7	19.9	7.2
Managerial	14.2	16.5	8.3	7.8	3.4	7.2	15.2	10.8	9.5	7.7	1.9	8.0	15.5	2.7
Sales, Clerical	16.0	15.7	8.2	11.3	11.3	12.3	13.7	7.5	9.4	0.1	5.1	7.2	6.9	8.3
Craftsman	3.1	4.9	-2.1	3.4	-1.5	-7.6	7.8	16.7	-1.1	-5.7	2.3	-9.8	24.7	-12.5
Operatives	-2.0	-4.1	-7.6	-4.1	0.4	-13.6	-6.1	-0.4	-8.9	-12.9	-6.4	-7.4	1.0	-13.7
Laborers	-4.0	2.5	-12.1	-0.0	6.9	-5.6	3.4	5.4	-10.0	-7.7	-3.9	-18.7	13.5	-19.7
Service Workers	6.7	0.1	-3.4	-0.2	5.8	2.5	5.0	2.4	0.6	-1.9	-2.7	1.9	-1.6	-3.8
Not Working	-4.5	-5.2	-3.5	2.1	-1.9	0.0	1.1	-1.4	-5.1	-3.9	2.2	-4.5	-5.8	-8.7
Keeping House	-20.7	-20.1	-7.0	-13.6	-12.0	-14.8	-23.5	-16.1	-5.8	0.2	-4.5	4.3	-23.4	9.4
Student	20.3	33.7	8.7	20.9	16.2	30.0	30.6	18.0	13.7	-2.1	12.7	-4.5	4.0	-15.8
Retired	-32.9	-21.8	-16.0	-25.0	-26.2	-13.5	-26.7	-18.3	-15.9	-7.5	-6.7	-13.3	-15.0	-3.1
Presence of Children:														
No Children	-3.3	-2.3	-5.3	-4.2	-7.9	-1.3	-2.1	-3.9	-1.2	-2.5	-1.0	-0.2	-4.6	-2.5
One 6-11	6.4	12.8	5.1	11.2	17.7	2.4	1.2	3.6	7.7	9.2	2.3	1.0	8.0	4.2
Two 6-11	9.4	9.7	13.5	9.1	10.6	2.0	2.0	10.5	2.9	3.5	6.4	7.6	15.3	8.4
One under 6	8.4	2.6	16.6	7.5	13.2	5.0	6.5	5.2	3.1	-3.8	2.5	-5.8	3.8	1.2
One 6-11, One under 6	11.9	4.1	12.2	12.9	24.5	-1.7	7.4	7.2	2.8	10.2	6.8	7.5	13.2	9.2
One under 6, Two 6-11	2.7	4.4	12.0	6.3	8.7	-6.0	9.4	16.7	-5.3	11.5	2.2	2.3	7.0	4.8
Two under 6	10.2	4.4	25.0	16.8	29.9	9.3	9.2	12.3	4.8	-2.4	-0.5	3.7	14.2	12.7
One 6-11, Two under 6	17.5	10.2	18.0	17.2	25.0	6.2	11.2	19.7	2.0	13.0	4.9	-8.9	8.2	5.3
Two 6-11, Two under 6	-4.4	-12.7	4.0	4.1	6.6	1.0	-6.2	-5.8	-5.5	4.9	-5.7	-9.3	13.5	24.7

[redacted]a: Participation Rates for General Recreational Activities by Background Factors 1985

	Movie	Sports Event	Zoo	Amusement Games	Park	Exercises	Play Sports	Outdoor Activities	Books, Magazines	Volunteer Work	Collecting	Gourmet Meals	Repairs	Gardening
rand Mean:	59%	50%	31%	66%	45%	57%	41%	37%	86%	30%	15%	30%	58%	55%
ncome:														
Under $5,000	34	29	18	47	31	40	26	20	69	17	12	20	26	39
$5,000 - $9,999	40	29	17	41	42	42	22	17	75	20	6	16	36	47
$10,000 - $19,999	44	34	20	63	36	46	33	33	85	26	12	23	51	52
$20,000 - $24,999	60	50	33	65	46	59	36	41	85	27	16	30	61	60
$25,000 - $49,999	71	61	38	77	52	68	52	47	91	36	20	34	69	59
$50,000 and over	80	76	35	83	59	74	66	47	97	45	21	45	70	62
Not ascertained	63	52	39	61	46	52	43	35	87	32	12	38	60	51
MSA:														
Cent city of SMSA	62	45	34	61	39	59	38	31	86	26	12	32	52	48
SMSA, not cent city	68	54	33	74	49	62	49	40	92	32	17	32	63	60
Not in SMSA	45	47	25	59	44	50	36	40	79	31	16	25	54	55
ge:														
18-24	85	68	31	86	63	68	66	52	86	24	17	29	58	38
25-34	78	61	41	81	58	69	59	50	90	28	19	37	73	57
35-44	66	61	40	74	54	60	47	47	89	36	18	36	66	63
45-54	52	50	28	55	34	51	31	31	82	34	14	28	59	58
55-64	36	31	12	46	31	46	20	23	83	32	13	25	51	59
65-74	27	19	18	36	21	40	12	12	83	27	10	21	32	60
75-96	10	10	6	42	8	38	6	7	81	26	6	20	21	51
Race:														
White	60	52	32	69	47	60	43	41	89	32	17	32	60	58
Black	51	38	16	44	28	38	30	12	66	16	4	17	36	32
Other	62	35	51	58	37	42	39	45	77	27	20	33	52	47
Sex:														
Male	60	58	31	68	46	59	53	45	83	27	17	22	72	43
Female	58	42	31	64	44	56	31	31	88	33	14	37	45	66
[redacted]ation:														
[redacted] school	21	15	8	31	17	24	7	9	57	13	6	13	35	45
[redacted]igh school	35	30	19	49	35	36	20	30	76	16	10	20	45	52
[redacted] school graduate	59	49	29	68	48	53	39	40	86	25	15	27	37	56
Some college	74	64	39	76	53	73	59	47	96	37	18	34	67	56
College graduate	80	69	43	82	52	77	57	43	97	44	21	46	63	60
Graduate school	81	69	48	84	54	83	63	52	99	59	20	45	78	61
Marital Status:														
Married	55	50	33	65	45	56	38	39	87	32	16	31	63	61
Widowed	18	15	12	39	17	40	11	6	80	31	9	21	27	59
Divorced	63	41	30	60	43	54	38	37	87	27	15	36	48	53
Separated	63	40	24	64	42	50	38	30	84	12	10	30	43	48
Never Married	81	65	31	81	53	69	63	46	86	26	17	28	56	38
Work Hours:														
None	43	36	24	54	34	50	26	23	81	28	12	28	41	56
1 to 29	62	55	32	75	53	60	44	42	88	33	17	33	54	57
30 to 39	70	56	29	71	56	61	47	44	94	31	16	32	61	58
40 hrs.	72	57	38	73	52	62	61	47	89	27	17	30	70	55
41 to 49	68	59	33	76	51	62	53	51	88	33	16	30	72	49
50 or more	70	68	37	78	52	64	60	51	87	39	19	34	77	52
Occupation:														
Professional	80	72	49	85	58	82	65	57	98	49	19	41	69	64
Managerial	76	68	40	79	59	66	63	44	93	46	21	39	74	53
Sales, Clerical	73	61	37	78	56	68	51	45	94	32	20	37	65	60
Craftsman	63	58	27	70	50	54	52	53	86	20	16	23	84	52
Operatives	65	36	23	61	46	46	33	44	68	19	12	18	64	44
Laborers	62	50	36	60	48	38	42	33	81	24	11	22	79	59
Service Workers	66	43	26	68	42	58	36	38	86	26	13	28	47	52
Not working	43	46	24	59	37	50	34	25	75	24	14	24	45	43
Keeping house	41	27	25	50	33	45	19	21	84	33	11	34	34	66
Student	94	70	28	85	64	77	60	35	94	33	13	25	47	47
Retired	26	25	18	39	15	48	15	16	78	22	11	15	43	50
Presence of Children:														
No children	55	46	26	62	39	56	39	34	85	30	15	29	54	55
One 6-11	70	68	34	77	66	55	48	47	84	36	14	27	70	53
Two+ 6-11	84	63	61	86	67	71	43	61	92	49	13	30	62	67
One under 6	69	56	42	77	58	68	53	44	90	24	15	40	66	53
[redacted] 6-11, One under 6	75	60	51	83	62	52	45	45	94	23	16	35	66	60
[redacted]nder 6, Two+ 6-11	60	45	22	68	58	46	37	61	86	43	16	31	63	68
[redacted]nder 6	80	63	57	82	74	60	61	53	87	28	23	28	72	66
[redacted]-11, Two+ under 6	50	33	7	32	52	58	30	25	78	16	0	33	66	34
Two+ 6-11, Two+ under 6	46	29	32	43	38	16	43	22	58	14	15	28	36	34

Table 5.3b: Participation Rates for Cultural Activities by Background Factors: Percentage of Respondents Above or Below the Grand Mean.

	Non-Art Museums	Historic Sites	Poetry	Arts/Crafts Fair	Art Classes	Craft Activities	Needle Crafts	Theatre Help	Music Help	Creative Writing	Photography Videos	Painting, etc.
Grand Mean:	25%	37%	20%	39%	11%	12%	32%	3%	1%	7%	11%	10%
Income:												
Under $5,000	-11.5	-21.6	2.5	-21.0	5.0	0.4	-3.7	1.3	2.1	1.3	-4.6	-1.9
$5,000 - $9,999	-10.2	-12.6	-6.5	-11.3	-4.2	-4.4	-2.0	-1.1	-1.7	-3.6	-7.5	-4.4
$10,000 - $14,999	-3.4	-5.3	-2.1	-3.9	-2.5	-0.3	1.9	-1.6	-1.8	-0.5	1.9	1.4
$15,000 - $24,999	2.2	1.0	-0.5	4.7	-1.4	1.4	1.8	0.1	0.1	-1.5	0.1	0.2
$25,000 - $49,999	7.7	13.1	4.8	12.6	4.5	2.5	1.8	1.7	0.1	1.8	5.9	2.5
$50,000 and over	14.4	18.9	6.7	8.8	4.6	0.3	2.9	0.5	0.3	2.6	1.2	-3.8
Not ascertained	5.2	1.7	-2.6	-2.2	-4.9	-2.7	-1.2	-1.2	-0.5	2.5	-3.5	2.7
SMSA:												
City of SMSA	0.4	-0.0	1.8	-1.2	0.5	-2.8	-2.8	0.5	0.2	2.9	0.3	1.8
SMSA, not cent city	3.4	4.0	0.2	3.6	1.5	1.2	2.6	-0.1	-0.3	0.1	1.4	0.1
Not in SMSA	-4.4	-5.6	-1.9	-2.0	-1.0	0.1	-0.4	-0.1	0.2	-2.6	-2.9	-1.8
Age:												
18-24	1.6	-3.1	7.5	-4.4	13.9	5.1	-2.8	2.2	2.6	6.1	3.6	5.4
25-34	10.8	9.7	1.5	9.4	3.7	3.2	4.2	0.5	-0.1	1.4	6.9	5.4
35-44	2.1	8.7	4.7	7.0	-2.2	0.0	0.2	1.9	-0.3	-0.1	2.7	-1.4
45-54	-2.4	2.6	-2.5	1.9	-4.7	-0.1	-3.7	-1.9	-0.3	-2.8	-3.1	-3.2
55-64	-6.5	-6.4	-6.1	-1.6	-6.5	-5.2	-2.5	-2.6	-0.5	-5.7	-4.2	-4.7
65-74	-8.6	-9.6	-5.2	-12.5	-6.3	-4.1	3.9	-2.9	-1.5	-3.1	-7.9	-4.2
75-96	-17.0	-24.4	-7.9	-26.8	-10.3	-10.9	-5.1	-3.8	-1.0	-4.2	-9.0	-7.4
Marital Status:												
Married	0.2	3.1	-2.4	3.0	-3.9	-0.2	0.0	-0.3	-0.3	-2.1	-0.2	-1.2
Widowed	-10.1	-18.1	-2.4	-12.8	-7.0	-7.7	12.5	-2.3	-1.0	-5.6	-7.3	-4.3
Divorced	6.0	-1.5	4.6	2.8	-2.0	1.3	4.9	1.1	1.5	3.7	-4.5	2.8
Separated	-3.4	-4.9	1.6	-13.8	-3.3	-3.5	6.7	0.3	-1.0	3.9	3.5	-2.9
Never Married	3.7	-3.6	7.3	-4.2	13.2	3.2	-7.6	2.0	1.4	7.4	4.2	6.7
Ethnic-Race:												
White	1	2	0	3	0	1	1	0	0	0	0	0
Black	10	-15	-5	-22	-3	-5	-9	-1	0	-1	-3	-2
Other	14	1	3	-3	-1	-5	2	-2	0	-1	-2	3
Sex:												
Male	0.2	0.3	-3.5	-6.2	-2.3	-2.6	-27.9	-1.6	0.0	-2.7	2.2	-1.2
Female	-0.2	-0.4	3.0	5.4	2.0	1.4	23.5	1.5	0.0	2.5	-2.9	1.0
Education:												
Grade school	-19.0	-25.1	-14.9	-27.1	-9.6	-10.2	-12.9	-3.8	-1.0	-6.5	-9.1	-8.7
Some high school	-14.9	-22.7	-14.7	-22.1	-7.4	-6.8	-4.7	-2.1	-1.9	-5.6	-7.8	-6.8
High school graduate	-3.7	-5.6	-3.3	-1.2	-3.8	1.3	4.9	-1.9	-0.2	-2.9	-3.7	-1.7
Some college	6.9	9.2	6.4	9.5	10.3	3.4	3.1	2.1	1.8	4.6	3.8	4.6
College graduate	14.1	24.5	12.4	20.2	7.8	3.5	0.2	2.5	0.3	5.3	11.2	6.9
Graduate school	30.6	35.6	23.4	26.3	2.1	4.6	-5.8	3.1	1.2	8.9	14.3	6.9
Work Hours:												
None	-5.0	-7.5	-2.8	-6.5	0.5	-1.5	7.2	-1.5	0.1	-1.6	-3.2	-1.2
1 to 29	2.6	8.7	11.6	9.0	8.5	4.1	10.9	3.6	1.5	4.8	5.8	5.6
30 to 39	4.5	3.5	2.1	1.1	3.5	1.4	2.3	-0.5	0.2	1.0	-1.9	1.9
40 hrs	2.6	1.7	-3.8	0.4	-4.5	1.1	-4.5	-1.6	-1.7	-1.2	-0.1	-1.4
41 to 49	2.1	4.3	-1.3	4.0	-2.1	1.9	-11.0	1.1	1.7	-1.3	3.2	6.6
50 or more	9.5	11.9	2.6	8.8	-3.3	-2.5	-19.8	0.4	0.2	1.1	6.2	-0.2
Occupation:												
Professional	20.9	25.4	15.7	19.0	3.1	7.6	-3.7	4.9	1.4	6.4	12.8	6.2
Managerial	7.2	19.0	6.8	6.7	1.6	-1.6	-14.1	-1.9	-1.0	1.2	8.9	0.1
Sales, Clerical	4.7	4.4	3.4	13.9	2.4	3.8	9.9	1.6	-0.0	1.3	-0.2	2.9
Craftsmen	4.7	-3.3	-4.4	-5.4	-7.9	-1.6	-21.9	-1.3	-0.4	-3.0	0.3	-1.7
Operatives	-10.1	-13.3	-10.4	-13.4	-5.7	-2.3	-13.9	-2.7	-1.7	-4.0	-3.4	-3.1
Laborers	-6.3	-10.4	-7.3	-13.4	-5.4	-4.5	-22.7	-1.8	0.3	-3.1	-4.7	-2.1
Service Workers	-4.9	-0.1	0.3	-1.7	4.6	0.2	3.4	0.1	-0.5	0.4	-0.0	-0.0
Not Working	-5.8	-6.1	1.8	-10.8	2.2	1.2	1.6	-0.1	1.6	4.7	-3.9	5.1
Keeping House	-6.0	-10.0	-5.7	-4.0	-3.1	-3.1	22.9	-2.5	-1.7	-4.8	-5.0	-3.9
Student	15.2	7.8	28.9	8.8	41.2	10.5	-5.5	9.5	7.4	14.0	13.0	3.2
Retired	-10.0	-10.4	-10.8	-14.3	-8.4	-6.5	-20.5	-2.2	-1.0	-4.0	-7.9	-7.3
Presence of Children												
No Children	-1.3	-2.8	0.5	-2.8	1.7	-0.2	-1.3	0.1	0.2	0.4	-1.7	-0.4
One 6-11	6.4	9.5	3.8	2.9	-2.8	1.1	2.4	-1.8	-1.0	-4.7	0.2	-0.4
Two 6-11	4.5	-1.9	-4.0	-3.4	-5.3	-0.1	-1.3	-0.4	-0.3	0.2	1.7	-2.0
One under 6	2.7	2.3	-3.2	6.4	-2.1	1.6	5.3	1.9	-0.1	-1.1	4.0	3.6
One 6-11, One under 6	2.7	5.1	-4.6	7.4	3.9	1.4	5.4	-1.2	-1.0	-1.2	-3.6	-3.3
One under 6, Two 6-11	-9.2	1.3	2.4	12.2	5.0	-5.0	8.6	0.3	2.8	5.7	-5.8	-1.2
Two under 6	8.0	10.9	2.8	7.3	-5.0	1.0	3.6	-1.6	-1.6	-1.4	7.8	6.1
One 6-11, Two under 6	3.8	-6.1	-5.8	6.0	-5.3	1.9	13.8	3.6	1.7	5.1	5.1	3.3
Two 6-11, Two under 6	5.7	6.9	-4.0	-3.9	2.3	-1.2	-0.3	-3.8	-1.0	-0.2	-4.9	3.3

ABLE 5.3b: Participation Rates for Cultural Activities by Background Factors

1985

	Non-Art Museums	Historic Sites	Poetry	Arts/Crafts Fair	Art Classes	Crafts Activities	Needle Crafts	Backstage Theatre Help	Backstage Music Help	Creative Writing	Photography Videos	Painting, etc.
Grand Mean:	23%	36%	19%	40%	10%	11%	28%	4%	1%	6%	10%	9%
Income:												
Under $5,000	9	12	10	15	11	4	22	1	@	3	6	7
$5,000 - $9,999	12	21	16	22	8	9	27	4	@	4	7	6
$10,000 - $9,999	17	30	20	30	8	10	30	3	@	4	9	9
$20,000 - $24,999	24	34	19	42	9	12	28	5	1	8	12	9
$25,000 - $49,999	29	45	21	50	11	15	28	4	1	8	11	9
$50,000 and over	44	62	27	60	14	12	31	4	1	9	14	14
Not ascertained	19	31	12	36	12	7	27	3	1	5	8	7
SMSA:												
Cent city of SMSA	25	36	18	39	11	10	26	5	1	7	11	9
SMSA, not cent city	26	41	21	42	12	13	31	5	1	8	11	9
Not in SMSA	19	30	17	37	7	10	27	3	@	3	8	9
Age:												
18-24	19	29	22	30	21	12	25	7	1	12	11	14
25-34	29	41	18	49	12	16	32	4	1	7	14	11
35-44	33	45	20	47	12	13	31	4	1	8	10	9
45-54	23	39	19	43	6	11	23	2	0	5	13	8
55-64	17	35	15	37	5	7	26	6	1	3	6	6
65-74	21	29	18	32	3	6	29	1	0	3	4	4
75-96	5	16	18	14	3	4	27	3	0	1	1	4
Race:												
White	26	39	20	43	11	12	29	4	1	7	10	9
Black	11	17	13	15	7	5	16	1	1	5	9	5
Other	10	20	16	31	13	3	33	3	0	5	8	8
Sex:												
Male	24	37	16	33	8	11	4	4	1	5	12	8
Female	24	36	21	46	13	12	50	4	0	8	9	11
Education:												
Grade school	5	12	7	12	1	1	19	1	0	0	2	2
Some High school	11	17	12	21	4	8	26	3	0	1	6	4
High school graduate	17	30	15	36	7	12	29	3	0	4	7	8
Some College	28	45	26	50	17	12	30	5	1	10	16	12
College graduate	48	58	28	61	21	17	34	6	1	13	17	15
Graduate school	45	64	30	60	11	16	23	9	3	13	17	12
Marital Status:												
Married	26	40	18	43	8	12	29	4	0	5	11	8
Widowed	12	18	15	26	4	5	42	1	0	0	2	6
Divorced	17	32	13	35	7	13	27	1	1	6	7	6
Separated	28	38	27	36	17	8	25	3	1	10	16	9
Never Married	22	33	22	36	19	11	22	7	1	11	11	13
Work Hours:												
None	20	31	18	35	9	10	34	3	1	5	7	8
1 to 29	32	45	34	54	25	17	33	8	2	11	12	14
30 to 39	22	37	22	43	11	8	35	4	1	8	8	9
40 hrs.	22	35	16	36	8	11	23	4	1	7	10	9
41 to 49	30	43	19	52	7	16	19	1	0	6	14	9
50 or more	30	46	19	47	12	11	18	5	1	8	16	9
Occupation:												
Professional	48	66	34	65	22	16	31	10	3	19	24	18
Managerial	40	53	22	54	12	18	23	4	0	11	14	12
Sales, Clerical	23	39	22	48	10	11	35	4	1	5	11	9
Craftsman	20	34	13	28	5	9	7	2	0	3	7	6
Operatives	11	15	9	16	4	4	10	5	0	2	2	4
Laborers	11	26	7	35	2	6	18	1	0	0	6	5
Service Workers	22	32	21	36	15	12	27	4	0	11	12	8
Not working	13	22	16	26	6	13	24	5	0	5	7	11
Keeping house	20	30	16	38	7	10	51	3	1	9	6	8
Student	26	39	36	45	44	11	34	9	2	19	18	18
Retired	19	30	16	29	3	8	12	2	0	1	6	2
Presence of Children:												
No Children	22	36	19	38	0	10	26	4	1	6	10	8
Only 6-11	29	41	17	45	6	14	31	3	1	8	7	11
Two + 6-11	35	42	20	58	15	25	41	9	1	9	16	13
Only under 6	22	35	15	47	11	17	33	1	0	7	10	10
One 6-11, One under 6	36	50	19	53	17	13	45	0	0	6	14	8
One under 6, Two+ 6-11	41	45	22	41	15	23	39	4	3	5	9	9
Two+ under 6	29	29	18	37	11	13	31	0	0	5	11	5
One 6-11, Two+ under 6	37	38	29	30	6	18	35	18	4	9	22	18
Two + 6-11, Two+ under 6	11	11	0	11	11	11	19	0	0	3	6	3

@ Less than 0.5%.

1982

Table 6.3a: Arts Participation Via Media and Average Number of Daily TV Hours by Background Factors: Percentage of Respondents Above or Below the Grand Mean

	Jazz on TV	Jazz on Radio	Jazz on Recording	Classical Music on TV	Classical Music on Radio	Classical Music on Recording	TV Hours
Grand Mean:	18.1%	18.3%	20.2%	24.7%	20.1%	22.2%	2.95
Income:							
Under $5,000	-5.3	-2.3	-6.9	-10.2	-8.2	-11.3	.62
$5,000 - $9,999	-6.3	0.3	-5.7	-8.8	-5.5	-8.2	.41
$10,000 - $14,999	-3.5	-2.2	-3.3	-3.2	-5.5	-3.9	.17
$15,000 - $24,999	1.8	0.7	2.0	2.5	0.7	1.5	.07
$25,000 - $49,999	3.5	1.1	4.1	5.0	5.1	5.5	-.48
$50,000 and over	8.3	2.1	9.9	21.7	19.5	15.9	-.53
Not ascertained	3.9	0.4	1.6	1.2	3.6	6.5	-.35
Age:							
18-24	0.1	6.8	6.9	-8.9	-7.9	-6.1	.22
25-34	5.0	7.7	8.0	-3.3	2.2	3.7	-.09
35-44	-1.0	-2.0	-2.1	1.2	4.6	3.1	-.51
45-54	0.9	-1.5	-0.8	9.4	3.2	3.6	-.19
55-64	1.9	-4.2	-4.5	8.3	2.6	3.8	.04
65-74	-5.7	-10.2	-10.2	1.0	-2.8	-5.7	.47
75-96	-14.6	-16.4	-18.8	-5.1	-7.1	-12.7	.70
Ethnic-Race:							
White	-1	-2	-2	1	0	1	0
Black	10	18	17	-9	-5	-8	8
Other	3	5	1	6	9	9	0
Sex:							
Male	1.6	2.2	1.2	-1.2	0.5	-0.9	-.21
Female	-1.4	-1.9	-1.0	1.1	-0.5	0.8	.19
Education:							
Grade school	-13.1	-10.9	-15.6	-14.8	-11.2	-15.9	.26
Some high school	-7.9	-6.6	-8.4	-12.2	-8.4	-12.1	.22
High school graduate	-1.4	-2.1	-2.9	-2.9	-6.6	-6.3	.25
Some college	3.5	3.0	5.4	3.7	1.1	4.5	-.31
College graduate	8.0	9.1	12.2	15.4	19.7	20.5	-.71
Graduate school	17.8	16.0	18.9	24.2	31.2	33.3	-1.04

1985

TABLE 6.3a: Arts Participation Via Media and Average Number of Daily TV Hours by Background Factors

	TV Hours	Jazz on TV	Jazz on Radio	Jazz on Recording	Classical Music on TV	Classical Music on Radio	Classical Music on Recording
Grand Mean:	2.8	17%	18%	19%	24%	21%	21%
Income:							
Under $5,000	3.8	16	20	20	17	17	18
$5,000 - $9,999	3.2	15	15	15	17	14	12
$10,000 - $14,999	2.9	16	14	12	22	17	14
$15,000 - $24,999	3.0	17	16	18	22	17	18
$25,000 - $49,999	2.6	18	18	20	26	24	25
$50,000 and over	1.8	26	31	30	43	42	41
Not ascertained	2.9	15	14	18	18	18	16
Age:							
18-24	3.1	19	22	25	14	14	15
25-34	2.7	22	24	26	22	24	20
35-44	2.5	17	20	19	25	26	25
45-54	2.6	19	15	18	29	23	27
55-64	2.8	14	11	13	28	21	25
65-74	3.4	12	9	10	26	17	15
75-96	3.6	9	7	3	31	16	15
Race:							
White	2.8	15	16	17	24	21	21
Black	3.4	37	32	36	21	18	15
Other	2.9	28	37	21	40	37	43
Sex:							
Male	2.6	19	19	19	22	20	19
Female	3.0	16	17	19	26	22	22
Education:							
Grade school	3.2	7	8	6	10	6	7
Some high school	3.4	11	10	8	10	7	5
High school graduate	3.1	14	12	15	18	14	14
Some college	2.5	23	24	26	27	24	25
College graduate	2.1	27	32	33	41	44	43
Graduate school	1.9	31	36	34	59	58	55

Table 6.3b: Arts Participation via Media by Background Factors: Percentage of Respondents Above or Below the Grand Mean

	Opera on TV	Opera on Radio	Opera on Recording	Musical on TV	Musical on Radio	Musical on Recording	Play on TV	Play on Radio	Ballet on TV	Art Museum on TV
Grand Mean:	12.1%	7.2%	7.6%	20.6%	4.5%	8.5%	26.4%	3.8%	16.7%	23.1%
Income:										
Under $5,000	-5.0	-2.0	-4.3	-9.5	-0.9	-4.1	-13.3	-0.1	-5.1	-10.3
$5,000 - $9,999	-4.1	-1.9	-3.3	-5.8	-2.0	-4.1	-7.7	0.2	-5.8	-7.3
$10,000 - $14,999	-2.7	-0.8	-1.2	-4.1	-0.8	-3.7	-5.9	-0.7	-5.2	-5.4
$15,000 - $24,999	1.1	-0.8	0.3	1.3	-0.4	-0.3	1.8	0.3	1.6	0.3
$25,000 - $49,999	2.9	0.9	1.7	5.7	0.1	4.1	7.5	0.8	4.9	9.6
$50,000 and over	12.0	7.5	5.8	15.1	7.0	11.9	28.3	-1.7	12.1	19.6
Not ascertained	0.8	3.4	4.1	1.8	3.5	2.4	-0.3	-1.0	1.5	-2.4
Age:										
18-24	-6.6	-3.0	-4.5	-4.6	-2.1	-1.7	-4.7	0.7	-6.2	-5.0
25-34	-3.8	-1.2	-2.3	1.3	-0.1	-1.2	3.0	0.9	-0.4	3.3
35-44	0.7	-1.1	1.2	-1.0	0.4	2.2	1.5	-0.5	1.8	1.0
45-54	6.3	4.6	4.0	4.3	3.6	5.4	4.6	0.3	3.5	3.7
55-64	6.5	2.4	4.9	2.0	-0.4	1.2	0.5	-0.7	4.2	2.6
65-74	1.6	0.5	0.1	0.3	-1.1	-3.8	-2.8	-1.1	0.0	-3.1
75-96	1.3	-0.2	-0.6	-3.4	-0.3	-5.6	-9.1	-1.5	-2.5	-10.8
Ethnic-Race:										
White	-0	0	-0	0	-1	1	1	0	0	0
Black	-3	-2	-4	-3	0	-6	-7	1	6	3
Other	8	8	5	-1	3	1	-5	-2	9	2
Sex:										
Male	-1.6	0.1	-0.3	-1.5	0.3	-1.2	-0.7	-0.1	-4.4	0.3
Female	1.4	-0.1	0.3	1.3	-0.2	1.1	0.6	0.1	3.8	-0.3
Education:										
Grade school	-7.8	-3.0	-4.8	-11.4	-3.3	-6.5	-19.6	-2.9	-8.8	-18.0
Some high school	-4.3	-2.9	-4.1	-11.5	-1.2	-5.7	-14.7	-1.5	-8.0	-11.1
High school graduate	-1.6	-3.0	-1.2	-2.6	-1.6	-3.3	-3.1	-0.7	-3.7	-2.1
Some college	2.1	1.5	0.2	6.0	0.5	0.4	5.8	1.0	1.7	5.9
College graduate	6.4	6.4	7.7	9.6	4.7	13.2	17.2	1.6	15.5	13.4
Graduate school	11.3	11.0	10.1	18.8	6.8	15.4	27.3	5.2	17.7	19.9

TABLE 6.3b: Arts Participation Via Media by Background Factors

	Opera on TV	Opera on Radio	Opera on Recording	Musical on TV	Musical on Radio	Musical on Recording	Play on TV	Play on Radio	Ballet on TV	Art Museums on TV
Grand Mean:	12%	6%	7%	17%	5%	8%	22%	4%	15%	25%
Income:										
Under $5,000	10	5	7	13	3	8	17	5	18	20
$5,000 - $9,999	11	3	4	13	5	4	14	3	22	18
$10,000 - $14,999	11	5	4	18	4	4	16	4	20	24
$15,000 - $24,999	10	4	7	16	3	5	22	2	16	24
$25,000 - $49,999	12	8	8	19	5	9	23	5	18	27
$50,000 and over	24	17	16	29	13	20	39	5	27	39
Not ascertained	10	3	5	14	2	6	18	1	14	23
Age:										
[illegible]24	7	2	4	12	1	6	17	1	14	22
[illegible]4	8	5	6	17	4	7	24	5	18	26
[illegible]44	13	10	8	17	7	7	20	5	19	25
45-54	15	10	12	22	8	12	23	4	19	27
55-64	19	7	11	19	6	9	25	4	18	30
65-74	15	6	6	20	4	5	21	2	25	23
75-96	18	8	5	15	4	2	18	3	29	23
Race:										
White	12	7	8	17	5	8	22	4	18	25
Black	9	4	4	17	3	5	19	4	19	23
Other	23	10	13	36	15	17	23	0	42	39
Sex:										
Male	11	6	7	16	5	6	21	4	15	24
Female	13	7	8	19	5	9	22	3	23	26
Education:										
Grade school	5	1	2	7	1	1	6	1	13	9
Some high school	6	1	1	8	1	1	8	0	12	15
High school graduate	10	4	5	14	3	5	15	3	15	22
Some college	13	6	8	20	4	8	28	3	19	31
College graduate	17	11	15	29	11	17	37	6	25	38
Graduate school	34	30	23	42	18	26	55	15	49	50

Table 7.3a: Art Socialization through Lessons or Classes by Selected Background Factors: Percentage of Respondents Above or Below the Grand Mean

1982

	Music	Visual Arts	Acting	Ballet	Creative Writing	Arts/ Crafts	Art Apprec.	Music Apprec.
Grand Mean:	47.1%	24.0%	9.3%	7.2%	18.0%	31.2%	19.5%	20.4%
Income:								
Under $5,000	-12.4	-6.1	-0.3	-1.5	-2.7	-10.3	-6.9	-8.1
$5,000 - $9,999	-12.5	-9.5	-4.0	-2.9	-6.8	-10.0	-9.8	-9.5
$10,000 - 14,999	-2.9	-1.8	-0.7	-0.8	-3.0	-0.8	-4.3	-5.2
$15,000 - 24,999	2.7	-0.3	0.1	-0.6	-1.8	3.3	0.0	1.2
$25,000 - 49,999	10.7	8.4	2.6	2.4	7.9	7.5	9.2	9.2
$50,000 and above	16.4	7.7	4.5	4.6	10.8	7.5	15.7	13.2
Not ascertained	-8.5	-1.8	-2.0	0.8	-2.8	-6.9	-2.4	-2.1
SMSA:								
Cent city of SMSA	-1.2	-0.2	1.5	1.6	1.5	-1.5	0.1	0.5
SMSA, not cent city	5.1	2.8	1.5	1.8	2.6	3.4	3.3	3.9
Not in SMSA	-5.2	-3.1	-3.0	-3.5	-4.3	-2.8	-4.0	-5.0
Age:								
18 - 24 yrs	13.9	17.1	5.5	3.9	12.7	14.1	2.1	-0.3
25 - 34 yrs	7.2	8.7	2.3	3.0	9.1	7.3	9.8	6.9
35 - 44 yrs	1.1	-3.4	-1.2	1.5	-0.6	1.1	3.8	3.1
45 - 54 yrs	-5.0	-6.6	-1.5	-2.4	-5.7	-4.5	-2.9	0.9
55 - 64 yrs	-11.6	-10.2	-2.9	-4.1	-11.0	-10.5	-9.1	-4.9
65 - 74 yrs	-12.2	-13.0	-3.2	-4.0	-12.5	-14.2	-9.5	-9.0
75 - 96 yrs	-17.2	-17.9	-7.2	-6.8	-15.6	-18.1	-15.1	-13.0
Marital Status:								
Married	-1.0	-2.4	-1.6	-0.9	-2.3	-0.8	-0.1	-0.4
Widowed	-11.6	-13.9	-3.7	-4.3	-13.4	-15.4	-12.9	-9.8
Divorced	0.5	0.2	4.1	3.9	5.0	-1.6	1.6	3.8
Separated	-7.4	-8.5	-4.1	-0.1	-1.9	-8.6	-7.1	-2.8
Never Married	8.0	13.3	5.3	3.1	10.7	9.6	5.4	4.0
Ethnic-Race:								
White	1	1	1	1	1	1	0	1
Black	-7	-6	-2	-3	-4	-7	-4	1
Other	-12	-3	-5	-1	-4	-3	0	1
Sex:								
Male	-3.6	1.3	-1.6	-6.3	0.2	0.5	-0.4	-1.5
Female	3.1	-1.2	1.4	5.5	-0.1	-0.5	0.3	1.3
Education:								
Grade School	-36.5	-21.2	-8.9	-7.0	-17.4	-26.9	-18.8	-19.5
Some High school	-20.8	-15.8	-7.7	-5.6	-15.8	-15.7	-16.9	-15.4
High school Graduate	-2.5	-5.5	-3.3	-2.2	-9.5	1.3	-10.4	-8.8
Some College	16.5	11.5	4.7	5.9	12.1	10.5	8.1	8.1
College graduate	21.7	21.4	12.0	6.2	28.0	11.1	36.2	27.7
Graduate school	27.8	25.6	13.9	6.7	29.9	16.5	37.9	39.7
Work Hours:								
None	-5.1	-5.0	-1.0	0.2	-5.2	-5.1	-4.7	-5.1
1 to 29	9.5	8.0	4.7	3.3	4.8	6.9	4.7	2.1
30 to 39	2.0	2.7	0.5	0.6	3.6	-0.3	5.8	6.7
40 hrs	-1.6	-0.4	-1.0	-1.0	1.7	1.5	-0.7	1.9
41 to 49	5.3	8.2	1.3	1.2	5.1	6.5	6.8	2.5
50 or more	10.5	6.2	0.8	-2.9	6.6	6.8	7.8	7.7
Occupation:								
Professional	22.3	20.4	7.3	5.2	23.6	14.0	29.6	27.0
Managerial	6.1	5.8	3.3	-1.0	11.9	6.9	12.8	10.5
Sales, Clerical	9.0	4.5	2.7	3.9	4.6	4.8	-0.1	4.4
Craftsman	-6.8	-0.8	-3.9	-6.0	-7.5	2.7	-6.3	-6.7
Operatives	-14.6	-9.1	-5.4	-6.4	-10.6	-3.6	-12.6	-12.8
Laborers	-5.6	-2.3	-2.5	-6.9	-8.4	0.1	-7.1	-8.3
Service Workers	1.0	-0.3	0.0	1.5	0.7	-1.1	-3.2	-3.6
Not Working	-0.5	2.1	1.4	2.3	-0.9	-0.3	-1.1	-2.6
Keeping House	-6.4	-9.7	-2.5	0.3	-8.9	-7.5	-6.5	-5.5
Student	11.3	17.8	7.6	12.2	23.4	11.1	10.8	2.2
Retired	-19.0	14.3	-5.3	-6.6	-14.4	-17.7	-12.7	-13.3
Presence of Children:								
No Children	-0.9	-0.5	0.6	-0.8	-0.1	-1.0	-1.1	-0.2
One 6-11	-3.2	-5.2	-5.1	0.7	-8.6	-4.3	-2.6	-2.8
Two+ 6-11	-3.1	0.7	-5.6	0.9	-1.3	5.1	6.3	5.4
One under 6	3.3	-0.7	1.7	3.6	2.4	2.0	4.5	2.4
One 6-11, One under 6	2.2	0.4	-2.2	3.8	-1.1	0.3	-1.1	-2.6
One under 6, Two+ 6-11	4.8	0.5	-3.6	3.4	2.2	2.1	-0.4	-1.5
Two+ under 6	15.4	15.6	3.2	2.9	9.6	11.1	10.1	5.0
One 6-11, Two+ under 6	5.6	5.4	3.3	-0.7	5.8	10.1	7.0	0.7
Two+ 6-11, Two+ under 6	-13.2	3.5	-7.0	-4.8	9.2	12.3	1.2	-0.2

TABLE 7.3a: Art Socialization through Lessons or Classes by Selected Background Factors

1985

	Music	Visual Arts	Acting	Ballet	Creative Writing	Arts/ Crafts	Art Apprec.	Music Apprec.
Grand Mean:	47%	25%	10%	8%	18%	34%	19%	20%
Income:								
Under $5,000	30	16	6	5	10	23	9	10
$5,000 - $9,999	32	12	5	3	8	18	7	10
$10,000 - $14,999	46	29	10	7	18	29	15	17
$15,000 - $24,999	45	25	11	7	20	35	22	22
$25,000 - $49,999	55	30	12	11	21	43	24	23
$50,000 and above	68	33	14	12	29	44	31	30
Not ascertained	44	22	7	8	14	31	20	20
SMSA:								
Central city of SMSA	45	27	13	8	20	34	21	22
SMSA, not central city	49	28	10	9	20	39	22	22
Not in SMSA	45	19	7	6	13	27	14	15
Age:								
18-24	56	34	14	12	29	44	17	16
25-34	58	37	14	13	27	45	30	26
35-44	47	24	9	9	19	33	22	25
45-54	47	18	8	4	13	33	19	20
55-64	34	14	6	3	8	23	11	14
65-74	31	14	6	3	8	18	11	12
75-96	30	10	6	3	3	17	10	11
Marital Status:								
Married	46	24	9	7	15	35	19	19
Widowed	29	9	6	4	9	14	12	13
Divorced	49	27	12	12	20	31	21	24
Separated	49	25	12	4	17	22	13	20
Never Married	55	34	14	11	30	42	22	23
Race:								
White	48	26	10	9	19	35	20	20
Black	37	17	8	3	12	28	17	17
Other	48	30	10	5	9	27	10	18
Sex:								
Male	44	25	8	1	17	34	18	18
Female	49	25	12	14	19	34	21	21
Education:								
Grade school	4	1	@	0	@	4	0	@
Some high school	29	8	4	2	2	16	2	4
High school graduate	43	20	6	5	9	35	10	11
Some college	69	41	17	16	34	49	28	31
College graduate	70	42	16	17	37	49	51	48
Graduate school	72	51	23	14	49	46	57	52
Work Hours:								
None	41	20	8	7	13	28	14	15
1 to 29	55	34	14	15	25	42	25	29
30 to 39	49	22	10	10	18	32	14	21
40 hrs.	46	28	10	8	18	36	23	19
41 to 49	52	23	10	7	20	40	22	25
50 or more	55	31	13	5	26	40	26	22
Occupation:								
Professional	69	42	23	14	46	44	48	47
Managerial	56	30	12	8	25	39	30	28
Sales, Clerical	58	33	14	15	24	43	27	25
Craftsman	44	21	6	2	10	34	9	12
Operatives	32	12	4	2	8	17	11	7
Laborers	39	14	1	1	10	23	8	11
Service Workers	36	23	10	7	14	33	13	16
Not working	42	18	6	4	15	27	12	13
Keeping house	39	18	7	8	11	28	13	14
Student	64	42	21	18	45	47	32	25
Retired	36	16	8	2	5	26	11	15
Presence of Children:								
No Children	46	25	11	8	19	33	20	21
One 6-11	44	23	6	10	15	34	21	22
Two+ 6-11	50	21	9	14	11	33	13	17
One Under 6	49	34	7	9	23	37	20	18
One 6-11, One Under 6	47	21	2	7	9	36	20	15
One Under 6, Two+ 6-11	45	18	10	2	14	35	14	18
Two+ Under 6	59	30	10	12	18	44	20	21
One 6-11, Two+ Under 6	68	18	11	8	22	22	11	8
Two+ 6-11, Two+ Under 6	60	19	14	--	13	13	4	15

Table 7.3b: Rates of Parent-Mediated Art Socialization Experiences by Background Factors: Percentage of Respondents Above or Below the Grand Mean

1982

	Home Listening Classical Opera	Taken to Art Museums Galleries	Taken to Plays Dance	Encouraged Reading Books
Grand Mean:	8.1%	4.5%	5.1%	38.1%
Income:				
Under $5,000	-0.9	-0.3	-0.3	-7.8
$5,000 - 9,999	-0.8	-1.7	-1.5	-8.0
$10,000 - 14,999	-0.8	-1.3	-0.1	-3.0
$15,000 - 24,999	-1.5	0.2	0.0	0.9
$25,000 - 49,999	1.2	1.0	-0.3	6.3
$50,000 and above	8.8	2.1	3.7	18.1
Not ascertained	0.6	1.2	2.1	-2.6
SMSA				
Cent city of SMSA	0.6	1.2	0.5	-0.1
SMSA, not cent city	2.0	0.6	0.6	3.8
Not in SMSA	-2.8	-1.7	-1.2	-6.5
Age:				
18 - 24 yrs	-1.4	1.0	0.3	3.7
25 - 34 yrs	-0.5	-0.2	-1.2	5.3
35 - 44 yrs	-1.3	0.5	0.0	-0.7
45 - 54 yrs	2.1	0.2	-0.3	-3.1
55 - 64 yrs	2.0	0.0	0.4	-2.2
65 - 74 yrs	0.5	-1.1	2.3	-6.3
75 - 96 yrs	-0.4	-2.8	0.5	-8.9
Marital Status:				
Married	-0.5	-0.8	-0.3	-0.5
Widowed	3.9	0.7	2.4	-6.5
Divorced	1.1	0.5	-1.8	-0.9
Separated	-3.8	-1.0	-2.2	-6.1
Never Married	0.1	2.1	0.7	5.0
Ethnic-Race:				
White	1	0	0	1
Black	-4	-1	-1	-5
Other	2	1	1	-2
Sex:				
Male	-1.8	-1.2	-2.2	-5.8
Female	1.6	1.1	1.9	5.0
Education:				
Grade School	-5.0	-3.8	-3.4	-27.0
Some High school	-3.0	-3.3	-2.8	-17.5
High school graduate	-1.6	-1.3	-1.5	-3.9
Some College	3.1	2.2	2.6	12.6
College graduate	4.3	3.2	4.2	21.3
Graduate school	6.5	4.7	4.5	26.3
Work Hours:				
None	0.7	-0.3	0.6	-2.1
1 to 29	0.1	-0.5	0.5	4.2
30 to 39	-1.3	0.0	-0.6	-0.7
40 hrs	-0.9	0.3	-0.7	-1.5
41 to 49	1.6	0.2	0.6	5.6
50 or more	-0.9	0.9	-1.4	5.2
Occupation:				
Professional	3.3	2.6	2.7	16.2
Managerial	1.1	1.4	0.4	7.5
Sales, Clerical	0.7	1.6	0.5	7.9
Craftsmen	-2.2	-2.2	-2.6	-10.8
Operatives	-3.3	-3.1	-2.9	-15.3
Laborers	-2.8	-1.6	-3.1	-13.9
Service Workers	-2.2	-0.3	-0.8	-0.3
Not Working	0.3	-0.6	-0.7	1.3
Keeping House	1.3	0.2	1.7	-3.6
Student	3.0	4.5	2.4	21.4
Retired	-1.9	-2.8	-1.3	-9.0
Presence of Children:				
No Children	0.8	0.6	0.8	-0.3
One 6-11	0.8	-0.8	-2.4	0.6
Two 6-11	-1.1	-1.8	-2.3	4.7
One under 6	-2.1	-1.7	-2.1	-2.5
One 6-11, one under 6	-3.1	-3.4	-1.1	3.6
One under 6, Two 6-11	-6.5	-3.3	-4.1	-11.9
Two under 6-11	-3.1	-0.4	-1.8	6.5
One 6-11, Two under 6	-5.1	-1.9	-2.0	-1.2
Two 6-11, Two under 6	-3.8	-2.3	-1.2	3.1

TABLE 7.3b: Rates of Parent-Mediated Art Socialization Experiences by Background Factors

1985

	Home Listening to Classical/ Opera (often)	Taken to Art Museums Galleries (often)	Taken to Plays Dance (often)	Encouraged Reading Books (often)
Grand Mean:	9%	4%	5%	37%
Income:				
Under $5,000	3	4	3	25
$5,000 - $9,999	5	4	2	26
$10,000 - $14,999	8	5	6	35
$15,000 - $24,999	11	5	5	39
$25,000 - $49,999	10	5	7	41
$50,000 and over	14	3	6	48
Not ascertained	6	4	3	39
SMSA:				
Central city of SMSA	10	5	6	40
SMSA, not central city	11	6	6	40
Not in SMSA	5	3	3	30
Age:				
18-24	8	5	6	35
25-34	10	6	5	42
35-44	9	6	5	37
45-54	8	4	5	33
55-64	8	4	4	37
65-74	10	3	4	34
75-96	7	2	4	26
Marital Status:				
Married	8	5	5	36
Widowed	9	4	6	33
Divorced	10	4	4	38
Separated	7	1	0	40
Never Married	10	6	7	42
Race:				
White	9	5	5	37
Black	5	4	2	39
Other	17	6	6	46
Sex:				
Male	7	4	3	31
Female	10	6	7	42
Education:				
Grade school	3	1	0	10
Some high school	5	1	2	18
High school graduate	6	3	4	34
Some college	12	7	8	52
College graduate	19	11	14	57
Graduate school	17	9	8	57
Work Hours:				
None	9	4	5	36
1 to 29	11	5	6	42
30 to 39	6	6	4	37
40 hrs.	7	5	5	35
41 to 49	11	3	3	32
50 or more	10	6	5	42
Occupation:				
Professional	17	11	9	55
Managerial	13	8	6	48
Sales, Clerical	9	7	6	44
Craftsman	6	1	2	27
Operatives	2	2	1	25
Laborers	4	2	2	18
Service Workers	6	3	3	30
Not working	8	4	3	30
Keeping house	10	4	6	37
Student	9	3	12	53
Retired	9	2	4	38
Presence of Children:				
No children	9	5	6	38
One 6-11	10	2	3	39
Two+ 6-11	3	3	5	41
One Under 6	8	3	2	39
One 6-11, One Under 6	4	1	5	24
One Under 6, Two+ 6-11	10	6	5	29
Two+ Under 6-11	9	8	6	28
One 6-11, Two+ Under 6	6	0	0	41
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Table 8.4: Demographic Characteristics of People Interested in Increased Arts Participation 1982

	Jazz	Classical Music	Opera	Musicals	Plays	Ballet	Art Museums
Total Sample	18	18	7	33	25	12	31
Age:							
18-24	27	12	3	28	23	12	32
25-34	26	19	6	35	30	13	40
35-44	17	22	8	36	28	12	33
45-54	16	23	10	38	28	13	29
55-64	10	18	9	33	22	10	25
65-74	8	16	10	28	17	10	22
75-96	5	17	12	25	14	11	18
Education:							
Grade school	7	9	3	12	7	4	12
Some High school	12	10	5	18	12	6	22
High school graduate	18	14	6	30	21	9	29
Some College	23	23	9	45	36	17	39
College graduate	27	28	20	49	40	19	44
Graduate school	26	44	18	51	47	22	47
Income:							
Under $5,000	15	12	7	18	13	8	21
$5,000 - $9,999	15	15	7	23	15	10	26
$10,000 - $14,999	15	15	5	29	20	8	29
$15,000 - $24,999	19	17	7	32	26	11	32
$25,000 - $49,000	24	24	9	45	34	17	38
$50,000 and above	20	24	11	48	44	16	40
Not ascertained	12	18	7	32	21	12	26
SMSA:							
Cent City of SMSA	23	19	7	33	24	14	31
SMSA, not cent city	19	21	10	39	28	14	31
Non-SMSA	13	15	5	26	21	8	31
Attended Performance:							
No	14	14	7	25	20	10	24
Yes	56	53	45	68	61	53	57

TABLE 8.4: Demographic Characteristics of People Interested in Increased Arts Participation 1985

	Jazz	Classical Music	Opera	Musicals	Plays	Ballet	Art Museums
Total Sample:	**19%**	**16%**	**8%**	**29%**	**23%**	**12%**	**31%**
Age:							
18-24	24	11	5	24	22	14	34
25-34	29	19	7	30	27	15	34
35-44	23	23	9	34	32	15	35
45-54	15	14	7	34	27	9	28
55-64	12	14	9	36	20	10	29
65-74	9	15	10	29	13	12	26
75-96	1	17	12	20	14	9	18
Education:							
Grade school	4	7	2	7	4	5	12
Some high school	12	9	5	19	12	6	22
High school graduate	19	12	5	30	21	10	30
Some college	24	21	11	38	31	19	38
College graduate	30	30	14	43	40	20	42
Graduate school	31	40	17	48	50	25	47
Income:							
Under $5,000	14	6	6	19	14	11	24
$5,000 - $9,999	13	23	7	20	13	10	20
$10,000 - $14,999	19	25	6	24	16	9	37
$15,000 - $24,999	18	25	9	28	22	13	29
$25,000 - $49,999	22	32	9	37	32	14	38
$50,000 and above	30	34	10	49	52	22	46
Not ascertained	17	22	7	30	17	10	26
SMSA:							
Central city of SMSA	23	16	8	27	21	15	32
SMSA, not central city	20	19	9	36	29	13	33
Not in SMSA	14	14	6	23	19	10	27
Attended Performance:							
No	16	12	7	23	19	11	23
Yes	57	47	38	63	59	55	58

Table 9.3: Music Preferences by Background Factors: Percentages of Respondents Above or Below the Grand Mean

1982

	Classical/ Chamber	Opera	Operettas/ Musicals/ Show Tunes	Jazz	Soul/ Blues/ Rhythm and Blues	Big Band	Country-Western	Blue-grass	Rock	Mood/Easy Listening	Folk	Barber-Shop	Hymns/ Gospel
Grand Mean:	27.5%	9.6%	23.0%	26.1%	26.7%	32.4%	58.0%	26.4%	35.6%	48.0%	24.9%	14.4%	36.2%
Income:													
Under $5,000	-10.5	-2.6	-10.9	-4.9	2.5	-9.9	-7.4	-3.7	-1.3	-13.7	-8.2	-4.1	11.8
$5,000 - $9,999	-4.6	-1.4	-7.9	-4.0	-4.2	-3.2	-3.1	-3.4	-11.4	-14.6	-4.4	0.4	10.6
$10,000 - 14,999	-4.8	-1.2	-2.9	-3.6	-2.0	-5.4	1.7	-0.5	2.2	-5.4	-2.9	0.8	3.1
$15,000 - 24,999	-0.8	-0.6	-1.5	-0.2	-2.6	-0.7	1.5	0.4	2.5	0.9	-2.0	-1.5	-3.8
$25,000 - 49,999	5.3	0.7	8.1	3.1	2.5	5.7	2.8	2.9	5.1	13.3	7.4	0.8	-7.9
$50,000 and above	27.2	14.1	23.8	19.2	12.9	15.9	0.5	7.3	-0.6	14.7	13.7	6.0	-5.2
Not ascertained	2.3	0.2	0.6	0.8	2.3	4.8	-2.7	-2.4	-5.9	1.7	0.2	1.7	0.0
SMSA:													
Cent city of SMSA	2.8	2.5	0.3	6.8	6.3	1.1	-9.3	-5.3	0.5	-2.2	-1.2	-1.4	-2.4
SMSA, not cent city	2.5	0.7	3.8	0.5	0.0	2.7	-2.1	-1.3	2.5	3.5	1.4	0.1	-6.7
Not in SMSA	-5.1	-2.8	-4.7	-5.9	-5.0	-4.0	9.8	5.6	-3.3	-4.7	-0.7	1.0	9.7
Age:													
18 - 24	-10.7	-6.5	-9.4	5.6	5.8	-16.3	-6.8	-4.0	39.6	-6.0	-10.6	-9.0	-15.1
25 - 34	0.4	-4.5	-4.4	6.8	10.0	-11.2	-1.8	3.7	20.6	1.1	1.4	-7.1	-8.3
35 - 44	4.2	0.0	5.9	-2.7	-0.9	-1.7	8.2	3.9	-2.4	5.3	4.1	-2.6	1.5
45 - 54	4.0	5.4	8.3	1.1	-1.2	12.9	5.4	0.5	-22.5	7.8	5.9	6.1	5.0
55 - 64	6.7	5.0	5.5	-3.3	-4.7	19.9	0.1	1.2	-27.3	4.2	1.7	9.1	9.8
65 - 74	-1.0	4.8	1.2	-8.8	-10.9	18.11	1.2	-3.2	-30.1	-3.9	0.9	12.6	14.1
75 - 96	-4.8	6.3	-4.9	-18.6	-20.7	-5.7	-11.2	-13.8	-33.6	-24.5	-5.3	8.6	18.8
Marital Status:													
Married	0.5	0.1	0.8	-2.8	-3.4	2.3	4.3	1.5	-6.3	1.6	1.7	1.4	0.5
Widowed	1.1	3.9	-0.4	-10.9	-12.2	5.6	-2.5	-7.4	-28.8	-7.2	-2.0	5.3	20.2
Divorced	8.8	3.8	7.0	7.9	8.7	4.8	3.3	3.8	3.9	11.2	6.5	0.5	6.0
Separated	-12.4	-3.9	-14.3	3.3	13.7	-11.1	-11.2	-4.6	-0.7	-10.5	-11.1	-5.8	6.3
Never Married	-3.2	-2.3	-2.8	10.2	10.9	-9.7	-12.5	-2.4	29.7	-4.9	-5.5	-5.9	-12.0
Ethnic-Race:													
White	1	0	1	-2	-4	2	4	3	0	3	2	2	-3
Black	-13	-4	-11	17	33	-14	-34	-19	-7	-24	-17	-9	26
Other	15	2	-8	3	-6	-15	-11		-8	0	-4	-6	-20
Sex:													
Male	-2.4	-1.5	-4.9	2.7	0.3	-0.1	-0.2	2.3	3.2	-4.0	-0.3	-1.2	-6.8
Female	2.1	1.3	4.3	-2.3	-0.3	0.1	0.1	-2.0	-2.8	3.5	0.3	1.0	6.0
Education:													
Grade School	-17.1	-4.6	-17.0	-16.5	-16.4	-12.4	-2.6	-4.7	-26.2	-30.0	-12.1	-2.7	12.1
Attended High School	-12.9	-2.9	-12.7	-9.9	-5.7	-4.6	8.0	-2.5	-13.2	-15.0	-7.1	-1.0	7.4
High School Grad	-4.2	-2.3	-3.1	-3.5	-1.3	-1.7	4.0	-1.3	3.2	1.3	-3.8	-1.3	-1.8
Attended College	6.8	0.0	6.7	8.5	9.2	2.3	-3.5	1.9	11.0	11.7	4.6	2.0	-2.9
College Grad	19.8	6.9	16.8	14.3	7.7	10.3	-9.3	6.2	10.7	14.5	10.9	2.6	-7.2
Attended Grad School	33.4	13.9	22.2	17.6	6.3	14.5	-6.5	7.5	1.6	12.9	21.7	3.7	-3.9
Work Hours:													
None	-1.9	1.1	-2.1	-4.3	-3.8	-0.1	-1.2	-3.5	-9.4	-5.1	-2.6	2.6	5.3
1 to 29	0.3	-0.2	2.9	5.3	3.1	-0.3	-1.9	0.5	5.6	1.7	0.4	-1.2	1.8
30 to 39	-1.0	-2.4	1.2	-2.6	-2.0	-0.5	2.2	-3.4	4.1	4.0	-0.4	-0.2	-5.7
40 hrs	0.3	-0.2	0.6	4.1	2.3	-0.1	-1.3	1.2	6.4	2.1	0.3	-2.7	-4.6
41 to 49	6.0	-2.0	1.6	3.1	3.7	-1.5	7.0	11.6	9.5	11.3	5.6	-1.9	-5.4
50 or more	4.2	-1.1	1.9	9.3	5.9	2.0	4.6	7.2	8.2	4.7	6.5	-1.5	-0.3
Occupation:													
Professional	22.5	7.5	13.7	16.0	11.5	11.8	-5.1	9.7	8.2	16.5	16.1	2.7	-3.1
Managerial	7.4	2.4	10.1	10.0	4.7	12.8	0.5	3.5	1.9	15.2	7.9	1.0	-4.1
Sales, Clerical	1.3	-1.2	7.0	5.3	4.0	2.1	1.3	-2.0	10.5	11.1	8.4	-0.6	-5.9
Craftsman	-4.4	-3.4	-11.3	-3.5	-4.8	-7.8	9.1	6.6	4.7	-8.1	-1.1	-4.4	-11.0
Operatives	-10.1	-5.4	-12.6	-0.5	-2.5	-10.6	5.8	4.5	4.3	-11.5	-5.2	-5.0	2.0
Laborers	-13.9	-5.1	-11.9	-4.1	-1.5	-9.1	-0.9	-2.3	1.4	-15.6	-10.2	-4.4	3.4
Service Workers	-5.5	-1.9	-4.1	1.5	4.7	-4.1	-0.5	-2.0	7.9	-2.4	-2.4	-4.0	-1.9
Not Working	-4.0	-2.1	-4.3	-2.0	2.6	-4.2	-4.8	-2.9	4.9	-10.9	-4.9	-1.3	-0.5
Keeping House	-0.5	1.7	-0.9	-10.2	-7.3	-0.3	-0.1	-4.3	-16.1	-3.1	-3.3	2.9	11.6
Student	-4.6	-1.5	-5.1	10.0	7.9	-11.2	-10.7	-4.0	35.9	1.6	-2.7	-2.9	-18.3
Retired	-4.3	4.3	1.0	-10.9	-14.2	13.5	-0.5	-5.9	-31.2	-9.1	-1.6	8.9	4.1
Presence of Children:													
No Children	0.8	1.6	1.5	1.1	-0.5	3.5	-1.8	-0.9	-3.4	-0.2	-0.0	2.0	1.0
One 6-11	1.8	-3.3	-0.8	-4.7	0.0	-3.8	7.9	2.0	3.3	2.4	-0.2	-1.7	2.6
Two+ 6-11	-1.0	-2.5	6.2	-3.2	1.1	-4.4	5.1	5.0	0.7	5.3	3.4	-2.3	2.4
One under 6	-5.2	-2.5	-7.9	2.7	7.0	-12.5	-1.9	1.1	18.1	-0.7	-1.6	-6.4	-8.4
One 6-11, One under 6	-6.7	-7.7	-3.3	-4.6	1.6	-9.2	8.6	-0.1	8.0	-1.5	-2.1	-7.3	-5.4
One under 6, Two+ 6-11	-1.0	-4.4	-4.7	-0.9	-3.6	-9.7	1.8	-0.6	4.7	-4.7	-2.7	-7.6	1.3
Two+ under 6	-1.1	-5.8	-9.1	-5.1	-3.3	-13.6	6.0	3.3	12.6	-0.4	0.4	-8.6	-4.3
One 6-11, Two+ under 6	-3.8	-0.3	-5.0	-8.2	-3.6	-13.0	4.0	2.3	1.3	0.8	1.3	-4.4	-9.9
Two+ 6-11, Two+ under 6	5.8	-8.2	-5.0	-3.3	4.2	-2.2	7.3	1.4	2.5	-2.0	10.8	-1.1	7.1

TABLE 9.3: Music Preferences by Background Factors

1985

	Classical/ Chamber	Opera	Operettas/ Musicals/ Show Tunes	Jazz	Soul/ Blues/ Rhythm and Blues	Big Band	Country- Western	Blue- grass	Rock	Mood/Easy Listening	Folk	Barber- Shop	Hymns/ Gospel
Grand Mean:	30%	10%	24%	30%	33%	32%	53%	24%	42%	52%	25%	15%	40%
Income:													
Under $5,000	30	7	13	31	30	20	36	14	47	39	14	8	36
$5,000 - $9,999	14	9	14	25	34	25	46	17	36	39	17	10	46
$10,000 - $14,999	23	10	18	24	25	29	61	27	34	41	24	18	42
$15,000 - $24,999	30	11	21	28	30	31	54	26	39	51	26	13	39
$25,000 - $$49,999	34	9	32	36	39	38	57	27	47	62	28	15	41
$50,000 and above	55	20	41	46	39	42	53	24	41	40	35	20	38
Not ascertained	26	10	22	29	28	32	53	21	35	51	24	18	37
SMSA:													
Cent city of SMSA	33	12	25	36	41	32	47	19	44	55	26	14	37
SMSA, not cent city	34	12	28	32	33	35	52	25	41	57	26	16	37
Not in SMSA	24	7	19	26	26	29	59	27	44	43	23	14	47
Age:													
18-24	26	6	17	39	41	19	42	21	83	47	16	5	23
25-34	29	6	21	40	47	21	51	25	69	52	23	6	35
35-44	33	8	26	32	36	31	61	28	42	59	32	12	41
45-54	31	15	32	29	27	43	58	24	15	57	26	17	45
55-64	32	15	29	27	23	82	58	23	9	50	29	29	50
65-74	34	18	21	23	18	44	55	28	7	45	26	28	55
75-96	27	14	23	12	6	35	45	13	2	46	19	24	56
Marital Status:													
Married	30	10	25	28	29	34	57	25	32	54	27	16	43
Widowed	24	11	17	13	10	34	54	14	7	39	19	19	52
Divorced	32	14	30	45	40	42	59	33	48	55	30	19	44
Separated	23	7	23	34	55	24	42	22	50	43	24	9	51
Never Married	34	9	23	45	47	24	42	22	74	50	20	8	27
Race:													
White	32	11	26	30	29	33	57	27	43	53	27	16	38
Black	13	7	12	53	71	20	28	3	31	42	13	3	65
Other	34	4	16	26	15	36	30	6	52	52	17	0	27
Sex:													
Male	30	9	19	36	36	32	54	27	45	49	24	14	35
Female	31	12	28	28	30	32	53	21	37	54	24	15	46
Education:													
Grade school	11	5	6	11	17	17	53	20	16	26	14	12	47
Some High school	16	5	11	18	24	27	62	24	23	34	18	15	47
High school graduate	21	8	19	26	32	31	56	22	42	53	21	14	44
Some College	40	12	32	44	42	40	54	28	58	63	30	13	37
College graduate	53	19	42	45	39	39	41	27	46	65	32	17	37
Graduate school	68	26	49	34	40	42	43	26	47	63	46	22	33
Work Hours:													
None	28	12	22	25	26	31	52	21	29	46	23	17	45
1 to 29	32	9	30	33	29	32	56	21	54	62	23	15	40
30 to 39	33	9	25	27	38	31	50	18	46	54	23	14	36
40 hrs.	30	9	22	37	39	33	51	26	50	53	26	11	38
41 to 49	30	13	28	37	40	34	55	27	47	53	22	10	43
50 or more	38	9	28	44	41	34	61	34	51	60	35	16	33
Occupation:													
Professional	54	19	42	51	40	40	41	26	52	63	39	18	35
Managerial	46	16	39	39	35	46	54	27	41	63	34	19	37
Sales, Clerical	33	10	29	40	41	39	54	26	53	64	25	13	37
Craftsman	25	6	16	30	35	19	63	31	56	53	16	9	30
Operatives	12	4	8	17	22	16	68	21	43	37	25	3	48
Laborers	14	3	10	23	22	21	55	21	51	37	31	13	41
Service Workers	26	7	22	38	39	28	54	24	46	57	22	11	45
Not working	21	9	18	28	35	23	49	16	29	37	16	9	38
Keeping house	26	13	23	17	21	31	56	20	19	46	23	16	50
Student	41	9	20	47	49	22	46	21	84	51	24	8	25
Retired	29	11	23	20	14	45	51	30	3	45	29	33	52
Presence of Children:													
None	32	12	25	32	31	36	53	25	37	51	25	17	41
One 6-11	28	4	19	29	30	26	67	25	40	46	18	7	41
Two+ 6-11	32	5	28	27	45	36	59	33	46	59	36	22	42
One Under 6	20	3	14	34	42	16	52	20	56	46	23	6	39
One 6-11, One Under 6	25	8	25	33	44	10	49	21	61	68	25	1	38
One Under 6, Two+ 6-11	20	2	23	37	43	19	50	12	47	26	29	3	44
Two+ Under 6	32	6	23	31	34	17	41	23	66	62	28	10	32
One 6-11, Two+ Under 6	19	4	19	34	48	19	64	16	67	64	38	10	45
Two+ 6-11, Two+ Under 6	27	0	14	0	42	32	81	28	41	46	0	0	47

Appendix B

Comparison of 1985 and 1982 Sample Sizes and Demographics

Appendix B: Comparison of 1985 and 1982 Sample Sizes and Demographics

Sample size	1982* SPPA	1985** SPPA
AGE:		
18-24	2586	1991
25-34	4006	3154
35-44	2926	2630
45-54	2517	1924
55-64	2385	1725
65-74	1645	1412
75+	919	826
SEX:		
Men	7898	6212
Women	9356	7452
EDUCATION:		
Grade school	2068	1438
Some high school	2240	1607
High school grad	6496	5178
Some college	3353	2739
College grad	1795	1528
Grad school	1301	1147
INCOME:		
Under $5,000	1429	980
$5,000 - 9.999	2321	1484
10,000 - 14,999	2702	1726
15,000 - 24,999	4426	3059
25,000 - 49,999	4049	3963
50,000+	797	1210
Not ascertained	1530	1253
RACE:		
White	15176	11978
Black	1675	1409
Other	403	288
URBANICITY:		
SMSA, CITY	4594	3875
SMSA, NON-CITY	7036	5987
Non-SMSA	5624	3813

* For non-core questions in 1982, sample sizes are one fourth to one quarter of these sizes

** For non-core questions, sample sizes are about one-sixth of these sizes

Appendix C:

Differences by Three-Year Age Cohort Categories

The entries in Appendix C show a more fine-grained and appropriate analysis of differences across age groups. This is done on a three-year cohort basis, which coincides exactly with the time interval between SPPA'82 and SPPA'85. Thus, one can compare 18-20 year olds in 1982 with their same age group in 1985. One can also see what the 18-20 age cohort in 1982 now looks like three years later when they are 21-23 year olds.

It can be seen in Table C that the largest overall declines occur in two clusters of age groups, one cluster aged 24-32, the other cluster aged 51-65. In both clusters, greater declines are found both in comparison to other age clusters and in terms of other activity increases over time in the table. Thus, the 24-26 and 27-29 age groups in 1985 reported declines compared to their age counterparts in 1982 in all but attending non-musical stage plays (where the older group showed a small increase), and the 30-32 age group reported declines in all but jazz and opera. Among the larger declines for 24-26 year olds in 1985 were: jazz performances (down 5 percentage points), art museums (down 5 points) and reading (down 9 percentage points); for 27-29 year olds, the 1985 figure for classical music was 4 points lower and for musicals 6 points lower, while 30-32 year olds reported a five point decline in attending musicals.

Fewer sharp declines were found in the 51-65 year old age cluster, but far more declines than increases can be seen. The most profound decreases are found for the 57-59 year old group, with four to eight point declines found for classical music, musicals, plays, art museums and reading. Offsetting overall <u>increases</u> can be found in some younger age cohorts (mainly in ages 33-41) and in some older ones (mainly ages 60-62, 66-68 and 90+).

Table C: Differences by Three-Year Age Cohort Categories

Age Cluster	Jazz	Classical Music	Opera	Musicals	Stage Plays	Ballet	Art Museums	Reading
18-20	-5.7	+.8	-.1	-.3	+.4	+.8	+.4	-3.2
21-23	-2.8	+.7	+.2	-1.9	-.3	+.7	-2.3	-.2
24-26	-4.6	-2.7	-.7	-2.3	-2.7	-1.4	-4.5	-9.1
27-29	-1.1	-3.7	-1.5	-5.6	+.3	-.1	-2.2	-4.0
30-32	+2.2	-2.8	+1.1	-4.8	-1.9	-.4	-.1	-3.2
33-35	+5.4	+2.7	+.7	-.9	+1.8	+1.3	+2.7	+2.6
36-38	+2.3	+2.1	+.5	-2.4	-1.5	+.2	+2.0	+3.2
39-41	+1.2	-3.0	+.8	-5.4	-1.4	+.1	+.7	+1.6
42-44	+.8	-.8	-1.7	-1.5	-.7	-1.4	-3.8	+3.3
45-47	+1.7	+1.4	-1.1	-1.9	+3.4	-.8	+1.5	+2.6
48-50	-.8	-.9	+.1	-.1	-.7	+.2	+4.8	+4.3
51-53	+1.3	-1.7	+.4	-4.4	-2.1	-.2	-2.6	-1.4
54-56	+1.1	-2.9	-.9	+.6	-2.0	-.8	-.8	+1.3
57-59	-1.4	+4.1	-1.7	-5.9	-4.5	+.7	-4.7	-7.5
60-62	+1.8	+1.9	+.2	-.1	+.2	+.9	+2.9	-1.7
63-65	+1.1	-1.0	-.7	-.3	+.4	-.6	-1.7	-1.9
66-68	-.1	+4.3	+.6	+.7	+2.1	-.7	+3.1	+4.1
69-71	-.6	-.5	-1.3	+.4	-2.8	+.3	+1.6	+4.6
72-74	-1.0	+1.4	-2.1	-1.8	+1.2	+2.3	+2.2	+.4
75-77	-.1	+5.0	-1.7	-1.7	+1.1	+1.2	+6.3	+8.6
78-80	-.8	+1.3	-.6	-2.0	+2.7	+.8	-1.0	+7.1
81-83	-.5	+.4	-1.0	-1.4	+3.7	-.6	+.2	+18.2
84-86	+.6	+2.0	+1.6	+7.3	+2.4	-.8	-3.6	-.7
87-89	0	+4.6	+1.5	+1.7	+.5	0	-.5	-4.2
90-92	0	+2.6	0	0	0	+.8	+5.3	-23.0
93-95	0	0	0	0	0	0	+18.9	-36.1
96-98	+7.3	+5.5	0	+12.8	+5.5	0	+38.6	+6.0

The impression of more decline among those in their mid-twenties and in their fifties is reinforced by a strict cohort analyses. This analysis compares participation of the same age group three years later, for example those who were 18-20 years old in 1982 and with those who were in the 21-23 year age bracket in 1985. This youngest age cohort actually shows more general participation in 1982 than in 1985, in contrast to the general decline for those who were 21-23, 24-26 or 27-29 in 1982, and in contrast to the general decline for those who were 21-23, 24-26 or 27-29 in 1982. Those aged 48-50, 51-53, 54-56 and 57-59 also show consistently lower participation as they became older in 1985.

The analyses suggest, then, that the declines in arts participation found in 1985 were more concentrated in, but not limited to, people in middle to late twenties and in their fifties. No monotonically linear trends were obvious in the data, that is in terms of older or younger adults showing a strict and consistent increase (or decrease) in responses compared to 1982.